

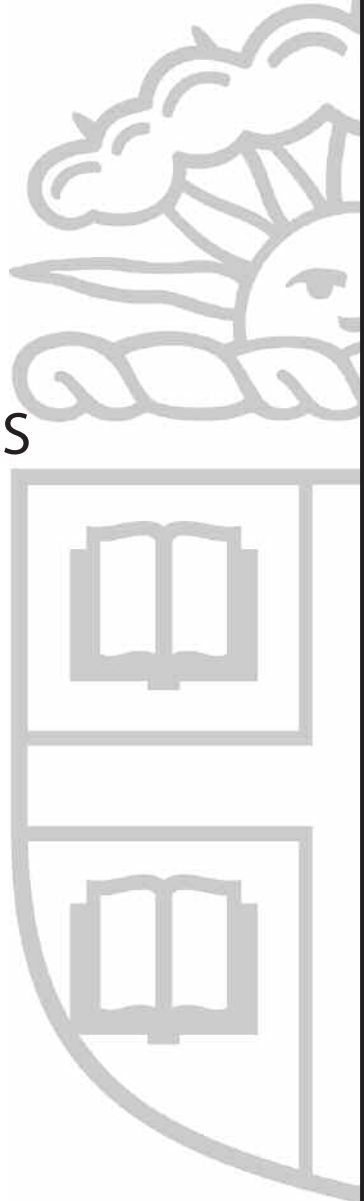


BROWN

# GRAPHIC SERVICES

Digital File

Guidelines





---

The Graphic Services Digital File Guideline Booklet is designed to assist you with electronic file preparation. Please follow these important guidelines when creating your digital files for submission to Graphic Services. Electronic files that are improperly configured will not process correctly in prepress which could affect your deadline.

## FONTS

Graphic Services has an extensive Adobe font library, however, to ensure that your copy places properly, please adhere to the following guidelines.

- Include copies of your screen and printer fonts with your file.
- Macintosh OSX users should not use dfonts\*, Use only Type 1 fonts or TrueType fonts from a reputable distributor.
- Always supply a composite hard copy laser proof or equivalent when submitting your file. Windows Fonts are not cross platform and must be replaced with an equivalent Mac font. When Graphic Services replaces a Windows font the document text may reflow. Carefully review your printers proof.
- Use actual font weights instead of Indesign / PageMaker / QuarkXpress faux styles. If you have applied a faux style such as bold or italic to a font and there is not a bold or italic printer font, the type may look bold or italic on your screen but may not print correctly.

\*dfonts are fonts used by the Mac OSX Operating System and are located within the System Folder.

---

## CREATING DOCUMENTS

Adobe Indesign, Adobe PageMaker and QuarkXpress software programs are preferred

- Build your file to the correct scale. If building to a larger scale, i.e. posters, be sure to clearly indicate the percentage the document should enlarge.
- Since files are exchanged frequently between computer platforms, it is important to have consistent file naming guidelines. Always include file extensions. For example, all EPS files should end with the proper extension, such as “Myfile.eps”. Because Indesign (.ind), PageMaker (.pmd) and QuarkXpress (.qxd) are cross platform, please append the proper extension.

## LINKS

Some applications enable you to embed links when creating your files. All links must be supplied with your file.

- When creating your document do not copy a file from one application and paste it into your document. Doing so will embed the file but there will be no link associated in the links manager.
- All tiffs and EPS files must be placed into your page layout program, such as In Design, PageMaker or QuarkXpress. Illustrator, Freehand, PhotoShop and other vector art programs are not page layout programs.
- Save all files as tiff or EPS formats with no Alpha channels. Tiffs should not have LZW compression and EPS's should not have jpeg encoding.
- All PhotoShop files must be saved as CMYK, Grayscale, Monotone or Duotone. Don't save files as RGB, Index or LAB.
- Image resolution should be no lower than 300 dpi and not scaled more than 175% when placed in your document.

---

## DOCUMENT SUBMISSION

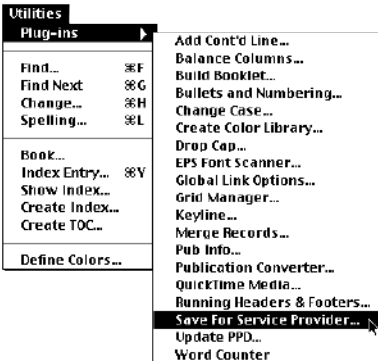
Preflighting your file is the most important thing you can do to make sure that your job will process smoothly and quickly. Each layout program has its own process for collecting data to print.

Before delivering a file for print check the following:



### Indesign Users

Under the file menu select “Preflight”. This feature will check your publication for font/image/color problems. If your program indicates a problem, do not ignore it. Go back and correct the problem prior to packaging your document. Once everything checks out “Package” the file for output.



### PageMaker Users

Under the Utilities menu, choose “Plug-ins” > “Save for Service Provider”. This feature will check your publication for font/image/color problems. . If your program indicates a problem, do not ignore it. Go back and correct the problem prior to packaging your document. Once everything checks out “package” the file for output.



## QuarkXpress Users

Under the File menu, choose “Collect for Output: this feature will check your publication for font/image/color problems. If your program indicates a problem, do not ignore it. Go back and correct the problem prior to packaging your document. Once everything checks out “Package” the file for output.

## DESIGNING PIECES FOR THE MAIL

- Your mailing data must be saved as an ASCII "tab" or "comma" delimited file, both save options are available in either Excel or Filemaker. Contact the Mailcenter at 7-3911, x233 for instructions on how to separate the data into the proper fields for maximum postage savings.
- Each class of mail has its own guidelines and restrictions. Nonprofit mail has a minimum and maximum size along with weight and thickness restrictions. There are also specific locations for postal information on the address area of the mail piece. Mail pieces that do not conform to USPS standards will be returned by the U. S. Post Office as non-mailable or the USPS will add a per piece surcharge. The Graphic Services Design staff can assist you in producing an attractive mail piece that will conform to the USPS requirements.

---

## PROOFING

A proof is submitted for the purpose of correcting typographical errors, date verification, grammar, punctuation, spacing, image placement and image quality.

The Trade Customs of the Printing Industry of America cites client responsibility for errors not noted on the proof. Reprint costs due to clients uncorrected errors at the proofing stage are the responsibility of the client. For full documentation visit: [www.brown.edu/graphic\\_services/trade.pdf](http://www.brown.edu/graphic_services/trade.pdf)

Proofs must be reviewed very carefully and any revisions should be clearly marked in red ink.

Please carefully review your proof. Printing will commence only after a signed printer's proof has been received by Graphic Services.

## ASK QUESTIONS

Please ask questions during the design stage of your project. If wrongly configured your job may be held up for corrections that in turn could push back your deadline.

Please follow these important guidelines when creating your digital files for submission to Graphic Services. Electronic files that are improperly configured will not process correctly when the file is prepared for press and will subsequently affect your deadline.



Brown University  
Graphic Services  
Box 1851