

## File Submission Guidelines

### File Formats

- Adobe Illustrator Creative Cloud or Earlier (highly preferred) or Hi-Res PDF for unlocked files. Please provide a PDF with all file submissions.

### File Preparation

Please follow these design guidelines:

- All fonts must be included, both postscript and screen fonts, if fonts cannot be sent, then all type should be converted to outlines. Note: Converting type to outlines inhibits the ability to edit copy if necessary.
- All files that are placed into master or sub files must be included.
- Any special inks that are to be used to print on press should be a spot color and a MIF file or swatch needs to be provided so color can be matched prior to production.
- Use layers in images whenever possible to ease the task of separation for print. When in doubt put separate elements like gradations, fades, solids color objects, spot color art, image fragments, etc. on separate layers.
- Continuous tone images need to be a minimum of 300 dpi if they are going to be used in the final print job at 100%. If they are to be scaled, the resolution should be determined by the following formula: Resolution = Percentage\* LPI
- It is recommended images and gradations carry a 2% minimum dot on digital plates and 3% on Film.
- For images with more than four colors or for 4 color images that use special colors in place CMYK the file needs to be a DCS2 files. We would like the special colors to be built as a channel not in a layer. It is recommended that Photoshop files be TIFF for CMYK.
- Reversing copy should come out of a solid line only, no process. If reversing out of a tint, be careful not to go below 50% or the color. Reversing out of light colors is not recommended. If you must reverse out of process, it should be no more the 2 colors and keylined with a 1pt stroke showing or one color will need to be held back, creating the key line effect.

### Art Guidelines

- 133 Process /100 spots w/scr for solvent. Ink Method is determined by R&D
- Screen angles (Flexo: C-22.5, M-82.5, Y-7.5, K-52. 5)
- Traps: .01" minimum .007 Hold backs
- Keylines: .02" (One solid color) Net Wt. Lines are preferred to overprint.
- UPC: Should be 90% - 100%, with BWR of .0015" vertical orientation (ladder), backed with white.
- Minimum type sizes:
  - Positive Type: Singular color positive type: 5pt
  - Reverse type: Reversed out of a single color: 5.5 pt -7pt depending on art
- Rule Weights:
  - Positive rules: One color rules, must overprint or trap background, depending on size: minimum .007"
  - Multicolor rules, not recommended unless trap or holdout from edges is possible.
  - Reverse rules: Reversed out of a single color: .01"
- It is recommended images and gradations carry a 2% minimum dot.

### Colors (Line & Special Match)

Fort Dearborn can provide ink Drawdowns on the correct material with the correct number of whites prior to production. For line colors, a PMS color should be called out on the art work. CMYK builds to a PMS color do not always match. PMS should be used in logos, background vignettes, type UPCs, etc. Process builds of these elements are subject to shift during production as well as becomes registration issues. All designs can be discussed prior to production.



### **Signed Proofs**

A signed Kodak (or equivalent) proof must be provided press side for copy and color match to target density and dot gain (provided from the separator). If the copy has changed after the color proof has been approved, a PDF will be attached to the Kodak for press side copy match. If Fort Dearborn has not prepared the files, the outside vendor must supply a color and copy targets prior to the press run, so a pushed proof can be made for press side color match.

This document is intended as a guideline. New specifications or requirements may be added as necessary. Any design which does not follow this guideline will be deemed non-standard, and Fort Dearborn will not be responsible for the print quality of the specific elements of a design that do not follow the guideline.

