

# HOW DO I PREPARE A *Graphics* FILE?

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WHILE OUR DESIGN

DEPARTMENT CAN

HANDLE A VARIETY

OF ELECTRONIC FILE

FORMATS, A LITTLE

ADVANCE PLANNING

ON YOUR PART

WILL HELP SAVE TIME

AND MONEY IN

THE LONG RUN.  
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We are a Mac-based design center and primarily use Adobe InDesign, Adobe Photoshop, Adobe Illustrator and Quark XPress, and we are happy to accept any compatible file format. We also accept several PC-based files such as MS Word and Publisher, but we do not design in these programs. To aid in the processing of your files, please follow these tips:

Use the proper color tagging.

Whether your job is spot-color or full-color (CMYK), make sure each element of your file has the correct color tagged. Do not design in RGB for print. Because there is a lot of variety in the way computer monitors display colors, avoid relying on your monitor to select colors. Use a Pantone chart if available or stop in to take a look at ours.

Send a hardcopy proof of the file(s) you are sending.

Test your file's output on your computer first, then send us a copy with your order. This will help us to determine if your file outputs correctly on our system. We will ask that you proof our output to be sure it is correct.

Send all files required for the job.

It may seem obvious, but if you don't provide us with fonts, logos, photos, or other important links, your order may be delayed. Put the fonts used to create a file into a FONTS folder, including bitmap and screen versions for postscript fonts. Please don't place other folders or files inside the FONTS folder.

Use helpful file names.

Each and every one of our customers is important to us, but with the large number of files that we receive, it helps when the files you send to

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us begin with your name or your organization's name. Do not save the file in generic terms such as "BC" or "Business Card", but instead use your company's name so we can identify the file.

Provide a "mock-up" if necessary.

Just like people, not all printed items are alike. Providing us with a sample of how you would like your finished piece to be folded or cut is the best way to make sure your project is finished correctly.

Just ask!

If you need help with something that you can't find the answer to on our website, just call our helpful staff and we'll try our best to provide the solution you need. We are happy to test-run your file in advance of your order to check compatibility issues. A test run will avoid printing delays.