
Versa Press, Inc.



Production Guidelines for Digital File Preparation

Page Layout

- **Master Pages:** To increase efficiency when pages reach the prepress stage, master pages should be considered for the design of the page.
- **Bleeds:** Some documents may contain bleeds, and in that case the bleed elements should extend one eighth of an inch beyond the trim. The trim marks should be created at the actual trim size of the book.
- **Frames and Rules:** In the instance that frames and rules are to measure a hairline in width, the thickness should be specified at .25 points. Though some layout applications contain the preset measurement “hairline” for frames and rules, it will be invisible when imaged. (Even if the “hairline” frame or rule is visible on a laser printer proof, it still will be invisible when imaged.)
- **Blends:** Applications such as Illustrator, FreeHand, or Photoshop are ideal for creating blends. After blends are created they should be imported into the page layout program.

Fonts

- **Types of Fonts:** Of the two common font types used for page layout, Type 1 or Open Type fonts should always be used because TrueType may not render correctly at high resolution output.
- **Style Attributes:** If bold or italic style attributes are required for a page layout, the bold or italic should not be selected from the type manipulation palette or type menu. Instead, the actual font name should be chosen from the font menu.
- **Using Fonts in Graphics:** A list of fonts used in a document is usually given by the layout application. This list may not contain fonts used in imported EPS graphics, so it is a good idea to keep track of all fonts used in EPS graphics to make sure they are available in the layout application. Also, fonts can be changed to outline shapes in Illustrator and Freehand which eliminates the need to send the font separately.
- **Submitting Your Fonts:** It is of great importance that copies of all the screen and printer fonts that are used in your job are submitted.
- Versa Press owns the Adobe Font Library thus making it legal for you to send us their fonts.

Graphics

- **Resolutions of Scanned Graphics:** If high resolution halftone images are going to be inserted in the file via a scanner, the pixel per inch resolution should be approximately 2 times the halftone line screen at which the file will print. For example if the file will be processed at 133 lines per inch, your scanning resolution should be 266 pixels per inch at 100% image size. Scaling art will change resolutions in proportion to the adjusted size. If you need to enlarge or reduce an image, the following equation should be used: $2 \text{ (which is a standard number for the sampling ratio)} * (133 \text{ Versa Press standard text LPI}) * (\text{enlargement or reduction divide by } 100) = \text{DPI (dots per inch) or PPI (pixels per inch)}$. Example 1, 200% enlargement, $2*133*(200/100)=532 \text{ DPI}$. Example 2, 50% reduction, $2*133*(50/100)=133 \text{ DPI}$. In addition, line art should be scanned at the resolution of 1000 or 1200 pixels per inch.
- **Color Bitmapped Images:** It is crucial for the color of bitmapped images to separate correctly, and in order to do this the color should be converted to CMYK color space if the graphic is in the RGB color space.

Color Tips

- The appearance of color on a computer monitor may be different than that of a printed sample. Therefore, printed tint charts or Pantone books should always be used in choosing colors.
- Colors in Imported EPS Graphics: When using spot colors in imported graphics it is very important that the same color is defined in the page layout file. On occasion the drawing software may name a color differently than the page layout software does. As a result, the name of one color should be changed to match the color name in the other software, because then the color will separate to an individual plate.
- Recommended Maximum Densities: For offset sheet fed printing, maximum densities for process colors over printing each other should add up to no greater than 300%.

Trapping

- It is a good idea not to try trapping on your own images because page layout and illustration applications do not have advanced enough trapping features to handle complex situations. Our trapping software is equipped to handle all types of trapping complexities.

Hard Copy Laser

- For better quality of the output, text files should be submitted with full size print-outs along with further instructions. This will allow the production staff to compare the output to the lasers.
- Marking Color Breaks: Spot color and process color jobs can be produced more effectively if full color proofs are submitted. This allows the production staff to understand the placement of color breaks and to prevent trapping problems. If black and white lasers are submitted it is best if grayscale is used so colors appear as tints of black.

File Submission

- Submitting your Files: Never send an original file and be sure to keep original files on your hard drive. Only send copies of files.
- Compressing Files: To send native files over the Internet, use one of the following utilities. Be sure to note how the file was compressed.
 - Macintosh: Stuffit
 - Windows: PKZip or WinZip
- Versa Press supports the following encoding formats for files sent over the Internet via FTP.
 - Macintosh: Stuffit, Binhex, and Macbinary
 - Windows: PKZip and WinZip

Preflighting

- Versa Press uses InSite to preflight customer files.

PDF / Application Files

It is preferred to have customers send us PDF files for text and cover. PDF files are a reliable method for consistent high resolution output. The advent of the PDF files has streamlined the production process, and we are using Pitstop Professional software for editing these files.