File Submission Guidelines–General

In order to ensure that Graphcom can provide you with the highest quality print production, we ask that you understand and adhere to the following standards and concepts when submitting your files:

Color

1. Graphcom is a G7™ Master certified production facility.
2. All files are converted to the GRACoL2013_CRPC6.icc CMYK color space for production.
3. **Color critical work:** Please ensure all color critical work is built consistently with proper CMYK or spot colors. Files built with mixed color modes (RGB, CMYK, and spot), that are intended to match, may not convert consistently and may require longer production times and billable production work. This includes native color swatches and settings, as well as, those embedded in links.

Color–Pantone & Pantone Matching

1. Please build files with default Pantone Coated (C) or Uncoated (U) spot color swatches for our systems to provide the best color match for each printing process. This allows Graphcom production operators to find and target your intended color usage. Our production systems will convert Pantone spot color to Pantone Bridge process color mixes as specified.
2. DO NOT alter default Pantone swatch color names.
3. DO NOT alter the color of Pantone spot color swatches in your design application. This will not alter the Pantone color produced. If your intention is a custom mixed process color loosely based off of a Pantone color, please alter the name of the swatch and set the swatch to process color.

Dies, Scores, Foil, Embossing, Varnish, UV Coatings and other technical inks

1. Please set all technical inks as spot colors, named similarly to their intended process (i.e. Name a die cut key line: Dieline). Contact your Graphcom Project Manager for a current list of Graphcom's technical ink names to streamline your production success.
2. Overprinting: Technical inks are required to have overprint applied. This prevents the ink below from knocking out (disappearing) on your separations.
3. If appropriately named technical inks are used in your production file, your production PDF can be, and is preferred to be supplied as a single file.

Resolution

1. Photo/graphic effective resolutions of 300 ppi are preferred for high quality printing. Any effective resolution below 150 ppi is subject to additional approval before final production.
2. Note: Effective resolution is the final resolution after an image (photo or other pixel-based art) has been scaled larger or smaller, not just the file's native resolution at 100% size.
3. High resolution PDF export settings DO NOT make low, effective resolution, images (photo or other pixel-based art) high resolution. These settings only ensure the

4. In applications such as Quark or Illustrator set drop shadow and/or effects settings to 300 ppi. (minimum 150 ppi).

size.

3.

    resolution of high quality images are not reduced to unacceptable amounts during optimization. Low resolution content remains low resolution.
4. In applications such as Quark or Illustrator set drop shadow and/or effects settings to 300 ppi. (minimum 150 ppi).

Native Design Files (Adobe, Quark, Microsoft)
1. When submitting native design files, please provide a full package with fonts and links.
2. Fonts are necessary for Photoshop text editing and in current versions of Photoshop, links may be needed if we are required to edit your file.
3. Please submit fonts used, along with Microsoft Office files (Word, PowerPoint, etc…) to avoid font substitution when output.

Eric Staub at 5/21/19