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Specifications for Electronic Files for Offset/Silkscreen

Please read the following information. By meeting these specifications, printing problems and lost time can be avoided.

TONAL RANGES/TYPES:

1. Allow for a 10% dot gain in the mid tones. At 175 line screen for offset and 110 line screen for silkscreen. Any tonal ranges under 8% may not print and any tonal ranges over 92% may print solid. Allow for a slight dot loss in the 10-20% tonal range.
2. The *minimum recommended* and *accepted* point size is 6 points (6 pt). Type any smaller than this may break up and may not print legibly.
3. The *absolute minimum* accepted size for type reversing out of one colour is 6 points (6 pt). Reversing type out of multiple colours, especially 4-colour process, is NOT recommended as the result might be a fuzzy looking type that may not be legible.
4. Allow for a 1 point trap for overlays.

FONTS:

Include all necessary font files in a separate folder, including fonts for background images and logos. Convert to outlines any Windows-based fonts. Include all necessary font elements (both screen and printer fonts). Please check your fonts for orphaned fonts. We do not accept custom font suitcases.

There is no need to provide fonts if all text is Converted to Outlines. To convert Type to Outlines in Adobe Illustrator or InDesign: Select all of your text with the selection tool, then choose the Type menu > Create Outlines and save the file as an EPS file.

To convert Type to Outlines from a QuarkXPress document:
Save your Quark file as an "EPS Page" by selecting the file menu > Save Page as EPS. Then Open the new EPS file in Illustrator and click the text with the selection tool, select the Type menu > Create Outlines and save the file as an EPS file.