

# ARIES

## CUSTOMER ELECTRONIC ART REQUIREMENTS

### • ART

Current Colour LASER PROOFS and/or separated page proofs should accompany every file  
Disk should include ALL ORIGINAL FILES in case editing is required, including original files nested in other EPS files

File information should include:

- Program version
- Number of colours
- Output scale
- Trim size
- Stepping specs if artist has stepped images

Revised files must have a new name

### • FONTS

All fonts should be included (screen and printer parts are required)  
Do not use style menus to alter fonts weights (bold, italic, bold italic, etc)  
Use the proper style of type from the font menu

### • COLOURS

Where possible all art should be created with spot colours. DO NOT USE RGB

White should be created and used as a spot colour if it is needed as an actual ink  
Check that placed art and page assembly art are using the same spot colour names  
Use only Pantone Spot colour palettes to designate numbered colours

### • SCANNED ART

If the art is LINE ART or to be printed in a solid colour, it must have sufficient resolution at the final image size to produce a smooth contour on film

Line art resolutions must be at least 1000 dpi @ 100% final size

Halftone art must have a resolution of approximately twice the line frequency of the printed sample. ie: 300 dpi for a 150 line screen at final size

Check all supplied halftone files are CMYK, grayscale or Duotone. DO NOT USE RGB

Rotate and crop all scanned art in Photoshop etc., before placing in final assembly program.

### • UPC BARCODES

Indicate clearly:

- 1: If we are to replace the barcode that is on the electronic file
- 2: Use as is
- 3: Is it for position only?

Many designers are not aware of the Bar Width Reduction specifications that relate to your printing press. If they supply UPCs created with their own programs, there is no way to verify the accuracy of the code without producing a piece of final film

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## CUSTOMER ELECTRONIC ART REQUIREMENTS

### • ELECTRONIC FILES

Artwork should be created at 100% size and undistorted (or properly noted)

include: TRIM MARKS in registration colours  
DIELINE in separate overprint spot colour  
Spot colours for all artwork  
Bleed where necessary

Artwork with common plates should be created from MASTER PAGES that contain all common elements and proper trim marks

**DO NOT** change "placed file names" after assembly as this can be confusing

### QUARKXPRESS (7 or lower)

#### BORDERS

Any other border except the solid lines will not print smoothly to the imagesetter  
Create any fancy borders in Illustrator

#### OUTLINE TEXT

Do not use the outline style menu to create type in Quark.  
It cannot be trapped properly and cannot be thickened to match the printers requirements  
Create outline text in Illustrator

#### EPS files

Avoid using QuarkXpress EPS files  
If used, provide original Quark pages and all original placed files

### ADOBE ILLUSTRATOR (CS3 or lower)

Clearly indicate Version number ( i.e. 5.0, 8.0 or 10.0)  
Include all original placed and embedded files as this allows for editing  
AVOID USING TRANSPARENCY EFFECTS

### PAGEMAKER (8.0 or lower)

Include all original placed files and do not rely on object linking

### COREL: (X3 or lower)

Supply all artwork as outlines or curves, this will avoid any font problems.  
INCLUDE ALL FONTS with unconverted art.  
Indicate die or trim sizes on page  
Use only Pantone Spot colour palette to indicate colours

### INDESIGN: (CS3 or lower)

All fonts should be included.  
AVOID USING TRANSPARENCY EFFECTS