



FORT DEARBORN COMPANY

Digital Print File Specifications

File Submission Guidelines

Submit Copies of Electronic Files

NEVER submit ORIGINAL files to Fort Dearborn Company. Only send COPIES, and retain the originals for your own files.

Label Any Portable Media with the Following Information

- Company Name
- Job Name
- Daytime Phone Number and Contact Name
- Date

Native Files Should be Submitted in Adobe Illustrator

- Adobe Illustrator CS5 or earlier versions are acceptable.
- All support files should also be supplied, including all screen and printer fonts.
- Files submitted in platforms other than Illustrator will be converted to workable files at a charge of \$100/hour system time.
- Die lines must be submitted as Illustrator art.

PDF Files

- Composite PDF's are accepted.
- Separated PDF's are accepted (CMYK Orange, Violet, White Ink and Die).

Design Guidelines

Please follow these design guidelines:

- File should have an overprinting die line that should be called out as a spot color and named, "Die".
- Eliminate all unused colors from your file.
- All fonts should be converted to outlines.
- All Photoshop images should be 300 DPI and saved as binary EPS.
- The HP Press supports composite printing. Spot colors will be automatically separated into CMYK by the HP Indigo Rip. However when using DCS format, printing must be separated. The only colors allowed in the file are CMYK, Orange, Violet and White Ink.
- For HiColour printing, the HP Press supports Orange and Violet Inks. Files can be built using these colors. Please contact your Fort Dearborn Customer Service Representative for color callouts.
- The built spot colors should be called out as PMS colors either within the file or separately. These spot colors will be used for color matching on press.
- When printing on clear stock, it may be necessary to overprint with white ink. All colors should overprint white. White should be a spot color and be named "White Ink".
- Do not trap your original files. We will add all chokes and spreads to manipulate the file to our requirements.
- Delete all unused objects completely from the file. Simply moving them out of the printing area of the page will still force the program to calculate the images.
- DO NOT use style attributes to achieve a bold, italic or bold italic style. Some image processors and printers will ignore these style attributes and default to the original font. Use only actual fonts. For example, use "BI Helvetica Bold Oblique" NOT "Helvetica" with the style attribute "Bold Italic" assigned to it.
- When using a drawing program, utilization of the layers option is extremely helpful. Consult your user's manual for your particular application regarding how to use layers.



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Additional Guidelines

Type

Minimums for SANS-SERIF typefaces:

3pt positive/overprinting type This is 3pt type.

4pt **BOLD** reverse/knock-out type This is 4pt type.

Minimums for SERIF typefaces:

3pt positive/overprinting type This is 3pt type.

5pt **BOLD** reverse/knock-out type **This is 5pt type.**

Bar Codes

Standard bar width reduction is ZERO. Fort Dearborn Company will not guarantee UPC readability at less than 85%. Bar codes can be printed in either direction on the web.

Specialized Effects

Label any special printing effects. Precisely identify vignettes and blends for colors and percentages. Clearly identify the color makeup of any placed scans.

General

Beware of intricate artwork with much detail, such as registered trademarks "®," trademarks "™" and similar packaging symbols. Due to their small size, they have a tendency to close up when printed. Make these types of symbols as large as possible to avoid this.