



Tacoma Rubber Stamp & Marking Products

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In an effort to provide our customers with the highest level of electronic prepress services, we would like to provide you with the following suggestions and guidelines for the development and preparation of graphics. The following is a list of suggestions that we have found to be helpful in file preparation and transfer of electronic files.

- 1) When sending art, please follow these guidelines for maximum efficiency and quality in TRS's electronic prepress process.
 - a) Mac based files **Supply all fonts** used in the job (printer and screen fonts). **PC based files outline fonts before sending.**
 - b) Supply all placed images (.eps, .tif, .bmp) as linked files not embedded. And supply the Parent file that created the final image ie.. photoshop layered file before being flattened and placed in final art.
 - c) Define all colors used using PMS or GCM1 standard color pallet. (eliminate duplicate colors)
 - d) Properly label file media with file titles and company's name. (If possible Send a hardcopy of contents of disk with final art to use files highlighted.)
 - e) Send a full-size, last update printout of the job. (Please "Title" with file name)
Single color, please supply one composite @ 100%,
Multicolor, please supply a composite and a black & white separation of each color @100%.
If it is not possible for outputs to be 100%, please specify the % supplied.
 - f) Use printer specified print requirements in your files. For example, use:
correct dieline, bleeds, traps, colors, print max, etc.
 - g) CAD file supplied for layout save in Illustrator .ai format, .DXF format., or .eps format
- 2) Consider these other steps in preparing for electronic prepress:
 - a) Exclude all unnecessary files.
 - b) Eliminate all "invisible" objects, curves, boxes, colors, etc., in the document.
 - c) Avoid using hairline rules (the final appearance of hairlines is unpredictable, because the resolution of the imagesetter determines hairline thickness.) Use a min. of 1 1/2pt or printer specified print requirements for minimum line thickness.
 - d) To ensure the best quality, make sure all live (high-resolution) files have a resolution twice the output line screen or a minimum of 300dpi.

SOFTWARE SUPPORTED BY TRS all Mac based

TRS supports the following software listed in the order of preference that we work in please save files in these versions:

1. **Adobe Illustrator CS and CS2**
2. Freehand MX
3. Photoshop CS
4. Corel Draw 11
5. Pagemaker 6.5
6. Quark Xpress 4

We would be happy to discuss your preferred software.

If you have any questions about these guidelines or want more information about TRS's electronic prepress services, please contact our graphic customer service department at (253) 383-5433

For an updated copy of this document, visit

<http://www.tacomarubberstamp.com/info/files/guidelines.pdf>