

BEST PRACTICES FOR BUILDING FILES

Trinity Graphic recommends the following general guidelines below when building files for separations. These standard practices will help alleviate the most common problems that hold up the work and increase the cost of the job.

1. We can accept the files in the following formats:
 - a. Illustrator ,CS5 or earlier
 - b. InDesign, CS5 or Earlier
 - c. Quark, 7 or 8
 - d. Photoshop, CS5 or Earlier (must be a layered PSD)
 - e. Esko Native Files: Normalized Pdfs, PackEdge and Plato files
2. Build all designs to the correct die size (supplied by the diemaker in Illustrator or EPS format).
3. Build all art at 100%. Do not distort.
4. Gradations should be created using “Gradients” (not blends) when possible. The gradient must have a 1% minimum for Digital plates and a 2% minimum for Analog plates.
5. Each of the following elements should be on a separate layer.
 - a. Dieline
 - b. Varnish
 - c. Whites (build as a spot color)
 - d. Label Art
6. Determine the number of colors to be used on the design while keeping in mind the capabilities of the Printer (how many ink stations on the press, etc.) Create the job using only that number of colors. Delete any colors from the swatch palette that are not going to be printed.
 - a. No Duplicate colors (i.e. – PMS 185 Red, PMS 185 and Pantone 185).
 - b. If spot colors are used, have items built in them (not in CMYK); for mixes using spot colors (i.e. – Dark Red created with a mix of PMS485 and 40% screen of Black), add the spot color and mix and name accordingly: “485 + 40% Black”.
 - c. Special screen mixes (logo’s, etc.) should be called out
7. Everything in the file should have the correct color assigned to it.
8. Elements using all colors, such as Register marks, should be assigned the default registration color (that way it will “print” in all colors).

9. Do not embed the images
 - a. Send all hi res images (links) separately.
 - b. Make sure that image file names match the image files placed into the layout.
 - c. Each image should have its own file name.
 - d. Relink or update images that have changed prior to sending them to us.
 - e. If there is an approved target you are trying to match for color, please provide it to us to discuss color match pricing.
 - f. Final Illustrator files and all support files, including photoshop images should be CMYK unless otherwise specified. NO RGB files please.
 - g. Make sure all UPC codes are ordered with the proper bar width reduction and are placed in the file as 100% black. Must be vectored, no jpgs or tiffs please.
10. Include all support files with the final files (all EPS illustrations, fonts, pictures, tiffs, images, etc) Use MAC fonts.
11. Do not use “white boxes” to cover up unwanted elements. Delete all unnecessary elements.
12. If at all possible, AVOID using Transparency options in the CS programs. You can overprint an object instead of “multiplying” it.
13. Supplied files should only have files that are needed to produce the job. Stuff or zip all files and send via Email or upload to our FTP site. Please email or call for FTP information.
14. If uploading to our FTP, please email us to let us know when it has finished uploading and note any special instructions in that email.