

Electronic Document Guidelines

Wood Printing Service requests that customers use the following programs for page layout and design.

- QuarkXPress
- Adobe PageMaker 7
- Adobe InDesign CS3
- Adobe Illustrator CS3
- Adobe Photoshop CS3

Document Layout

Define multi-page documents as individual pages: then assemble pages into single pages using document layout palette, facing pages option, or other similar option.

- Define colors accurately as either spot or process colors.
- Name colors consistently across applications.
- Define page dimensions as final trim size.
- Please do not use four color “rich black” type.
- Please avoid “hairline” rules. Rules should have a point width of at least .25 point.
- Please avoid using the store function in Adobe Pagemaker to embed artwork or images.
- Whenever possible, please make sure the boxes of any .tiff files are filled with white.
- Please include a .25 inch bleed on pages that bleed.

Art and Scans

Photoshop files should be saved in TIFF or EPS format.

Please avoid trying to simulate duotones using the content and background coloring options in QuarkXPress and Adobe Pagemaker. Simulating duotones using PMS colors in QuarkXPress will not print correctly. Please save images as real duotones using the PMS color to print correctly.

Please save vector artwork as EPS files and bitmap artwork as either EPS or TIFF files. Do not tag with ICC profiles.

When scanning images, please use 300 dpi for photos and 1200 dpi for line art.

Fonts

- Provide all screen and printer fonts, including fonts embedded in EPS artwork.
- Please avoid using “menu style” fonts; particularly avoid using shadow and outline styles.
- Please supply a dummy on all digitally supplied files.
- Please avoid supplying duplicate files. If duplicate files are sent, please indicate which file to use.