

# File Guidelines

In order to ensure that your file is properly and efficiently produced on time with the least amount of delay, please follow these guidelines when producing your file.

## Layout

### Business Card:

1. All business card files should be produced in the 4 up format (Fig. 1), 4 cards stacked vertically on top of one another without gutters. If there are top and bottom bleeds, place cards in the 1st and 3rd slots of the 4-up.
2. Page size should be 3.5 in. wide x 8 in. high. This allows BCT to put crop marks on when the file is sent to the printer.
3. When doing a 2 or 3 color job, please use the Pantone colors or use black and 100% values of the process colors, e.g.. Black & red business card, use black and 100% magenta while all the remaining process colors (cyan and yellow) should have 0% values. This allows BCT to separate the 2 plates necessary to print the job.
4. Leave a least a 1/8 in. border all the way around the card.
5. Please trap job accordingly. Always spread the lightest color into the darkest. Note: some digital files may require film if the registration is too tight.

### Letterhead:

1. The page size should be 8 1/2 in. x 11 in.
2. Image placement should be 1/4 in. from edge of page.
3. Business card file guidelines #3 and #4 for separations applies.

### Envelope:

1. Page size should be 9 1/2 in. x 4 1/8 in. for a #10 standard envelope.
2. Image placement should be 1/4 in. from edge of envelope.
3. Business card file guidelines #3 and #4 for separations applies.

## Graphic Programs

### CorelDraw:

Convert all type to curves or embed the fonts. This avoids font problems occurring. Converting to curves only works on type that is not in paragraph format. To convert the fonts to curves:

1. Select all type with pointer tool
2. In the top menu bar, click on Arrange,
3. Select Convert to Curves at bottom of menu

Converting to curves will fatten up the type ever so slightly. It is the best alternative at the moment. Embedding the fonts doesn't always work successfully, so I suggest the latter. CorelDraw can open Adobe Illustrator (.ai) files for both PC and MAC.

When sending the PC and MAC .ai files, all fonts should be converted to curves. All MAC .ai files should be saved for PC.

## Pagemaker:

1. Send the actual font files that were used in the file with the Pagemaker file. In PM6.5 the type cannot be converted to curves so the actual fonts have to be sent with the file.
2. Use traditional colors in the Show colors box (e.g. red, blue, black, yellow etc.) to produce your files. This makes it easy to separate.
3. Print files (.prn) can be created in PM6.5. This is the most reliable method of file transfer. It is 99% foolproof. The onus will be on the customer to create the print file correctly. If interested in instructions, please contact BCT..

## Tips

### Do's and don'ts

1. When scanning artwork (e.g. logos), scan it as text or line art at 600dpi. Crop it as close as possible and save it as a tagged image file format (.tif), our preferred logo format. Encapsulated postscript files (.eps or .ps) are better quality (resolution independent), but are a larger file size.
2. Screens from 5 to 35% are acceptable when output from our laser printer. Any higher percentage and the screen will start to fill in.
3. Don't send .jpg, .gif, .bmp or .pcx files. They are poor quality, low resolution files (72dpi vs 600dpi) and usually contain colour in them making it difficult to separate or convert to a usable file format.
4. Don't create files in the RGB (Red, Green, Blue) mode. The colors will not separate correctly.
5. Don't send the file at the last minute. Not all email arrives instantly. If a rush is required, please call our customer service reps and write RUSH! and the DAY and TIME REQUIRED on the order form when faxed or delivered.
6. Don't use gradations of screens in digital files because of banding.
7. Do trap where necessary. Refer to your program manual on how to trap.
8. Use one file to produce all your artwork. e.g. if doing 8 names x 500 ea. in CorelDraw, set up two 3.5 in. x 8 in. pages, place 4 names on first page and the other 4 names on the second page and save it as one file.