



FLAGSHIP

Digital Prepress File Submission Guidelines and Checklist



This guidebook is designed to be a useful reference tool when preparing files for print. The information assembled in the following pages is based on input from members of our prepress production staff and production planning team. We encourage you to use the checklist provided at the end of this guidebook prior to submitting your files.

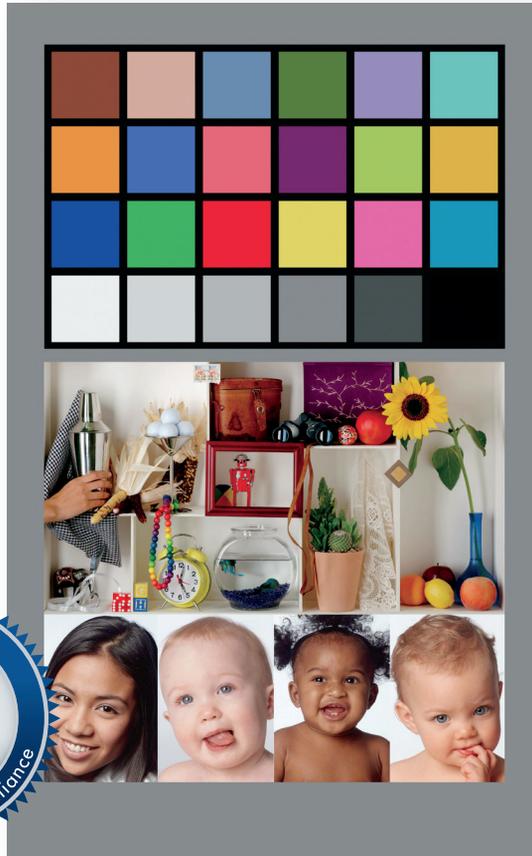
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01 Color Management

The Importance of Color Management

Flagship has been using a color-managed workflow for many years. The display and output of color is regularly monitored and adjusted to the GRACoL 7 standard to ensure color consistency throughout the production process. As digital photography and in-house proofing have become the preferred working methods for many design studios, color management must be extended beyond the walls of the print provider. Color critical images and color tints that are viewed on design studio monitors with in-house proofs cannot be expected to print accurately if color management was not used from the project's inception.

Please consult with your Flagship Sales Representative before you begin working on a color-critical project.



RGB / CMYK Color Spaces

Flagship's prepress workflow accepts images in both CMYK and RGB. RGB images will be converted to CMYK using the embedded profile and Flagship-specific CMYK settings. RGB images may be subject to "gamma clipping" (color flattening) when converted to CMYK.

It is important to understand that embedded CMYK profiles modify the appearance of an image on screen, without consideration of printing characteristics. Our automated prepress workflow will discard embedded CMYK profiles. If you have color critical profiles embedded in your images, we can customize our workflow to convert them to Flagship's press-calibrated working space, and provide loose color proofs for your review.

Spot Colors

If Pantone or special-mix inks will be used in your project, they must be defined as spot colors in your layout document and all supporting artwork. Please use the same naming convention throughout for each spot color. If spot colors are defined in your document but are intended to be printed as process colors, unexpected results may occur, especially when used in combination with transparency. Please convert these colors to process prior to supplying your files to Flagship. Please delete unused colors from all artwork and layout documents.

Client-supplied Color Proofs

It is only possible to use supplied proofs on press when the client-supplied proofs were color-managed to Flagship's printing parameters. Flagship's-calibrated proofs may look different from the client-supplied proofs depending on the accuracy of the client's integrated color management. Matching Flagship proofs to supplied proofs may require color correction work and additional charges.

02 Working With Images

Image Resolution

Flagship's standard effective resolution* is 300 dpi. If you submit image data below 200 dpi or above 600 dpi, the job may be held up in Preflight for clarification.

*Effective resolution is defined as resolution divided by the percentage of scaling, up or down (e.g. $300 \text{ dpi} \div 50\% = 600 \text{ dpi}$ or $300 \text{ dpi} \div 200\% = 150 \text{ dpi}$). The reduction is OK at 600 dpi; the enlargement at 150 dpi is lo res.

Please be aware that images supplied at very high effective resolutions will be globally down-sampled during file processing.

For best results, scale, sharpen and adjust your images in the native application and place the images at 100% in the layout document.



FPO Images

Images scanned at Flagship or digital images residing on our server can be provided as For Position Only, low-resolution files. These files can be used as “place-holders” in the layout application. After submission of the files, the FPO images will be automatically replaced by the high-resolution images residing on the Flagship server.

Flagship supplied FPOs should not be renamed or altered in any way. If any changes are required, it must be done to the high-res image, and a new FPO created.

Client-supplied low-resolution FPO's should be clearly indicated, stored and submitted in an appropriately-labeled folder.

Duotones, Tritones & Quadtones

For the proofing process, these images will be converted to CMYK and presented in a simulated form. The proofs will look different when printed with Pantone inks on press. For color critical work with Pantone inks, Flagship can provide press-proofs. Please ask your Flagship Representative about additional costs for press proofing.

Spot Colors in Images

The desired file format for images with one or more spot color channels is the DCS format. Choose single file DCS, no composite; ASCII85 encoding; do not include transfer function or halftone screen.

CMYK / RGB Images

Please see the “Color Management Section” of this booklet, pages 4 & 5.

Loose Proofing

If your project has color-critical images, or a large volume of digitally-captured images where color accuracy is important, you may wish to review loose proofs of your images in advance of submitting final files. This will often save revision costs and avoid delays to your production schedule. If your images will be scaled in the final layout document, please provide this information so the loose proofs will reflect the final image size.

03 File Specifications

PDF Files

Providing files in PDF format is the preferred method for supplying a print-ready document. It preserves all the fonts, formatting, graphics and colors of your source document, independent of the application and platform used to create it. It is important, however, that the PDF file be created in a manner consistent with Flagship's requirements. We can provide you with a preset file to help you create your PDFs.

Some considerations:

- PDFs must be supplied as single pages (i.e.: not as spreads)
- Pages must include crop marks with 1/8" bleed and trim marks must be 1/8" outside the trim area
- Fonts must be embedded
- CMYK color space
- Images must be high-resolution (300 dpi)

Please keep in mind that Flagship's ability to make changes or color adjustments to a PDF file is limited



Page Layout & Bleeds

Please provide your layout documents as single pages, created at the correct trim size, with minimum 1/8" bleed on all trim edges. Avoid using "pasteboard-style" layouts (oversized pages with manual trim marks). Avoid re-formatting your document into "printer spreads." This is a standard service provided by Flagship.

Perfect-bound or wire-o-bound projects require bleed on all four sides of each page

Avoid using layers to create multiple pages when using Illustrator for page layout. Instead, please provide one Illustrator document per page.

InDesign Package & Quark Collect for Output

Use "Collect for Output" (Quark Xpress) or "Package" (InDesign) to gather supporting art files to send to Flagship. This is the surest way to provide us with all necessary artwork and fonts.

Dielines and Post-Press Artwork

Dielines should be created with a one-point rule, defined with a spot "Dieline" color, and (if applicable) placed on a separate layer in your layout document. Please discuss requirements with your Flagship representative prior to sending us your files.

Post-press artwork (emboss, deboss, foil and UV coating) should be supplied as vector artwork on a separate layer. Name the layer and color the item with an appropriately-named spot color swatch (e.g. Emboss).

Varnishes

Varnishes should be supplied on a separate layer and colored as a solid, appropriately-named spot color (e.g. Gloss, Dull, etc.). Please consult your Flagship representative for complex varnish requirements (e.g. strike-through varnish).

Versioning

If multiple versions of a single file are required, please supply each version on a separate layer.

04 Working With Fonts

Font Primer

If you are using Mac OSX, you should be aware of the various locations where fonts are automatically installed when you install software:

- Your Hard Drive / Users / Your User Name / Library / Fonts
- Your Hard Drive / Library / Fonts
- Your Hard Drive / System / Library / Fonts

Note that you must use your login and password to change the System fonts.

Type 1 fonts consist of both screen fonts and printer fonts. TrueType and Open Type (OTF) fonts consist of a single file containing both screen and printer information. Type 1 screen fonts and TrueType fonts may be packaged into “suitcases.”

If you are having trouble understanding or working with your fonts, the Apple Support website has several excellent font management documents. Go to www.apple.com/support/ and type “font” in the search window.



Supply all Necessary Fonts

All fonts must be supplied with your files. Flagship will use only your provided fonts to produce your project. Missing fonts will cause a delay in producing your project.

Use “Package” (InDesign) or “Collect for Output” (Quark Xpress) to collect fonts, along with all artwork. Ensure fonts used in artwork files are supplied as well (i.e. Illustrator .eps). We need these fonts to make edits, should they be necessary. You may have to collect these fonts manually.

Please supply your fonts in a separate folder marked “Fonts.”

Some applications allow you to apply a “menu style” to your font (e.g. italic or bold). Please avoid doing this, as that font may not actually exist and your output may not turn out as expected.

Convert Text to Outlines

Using the “convert to outlines” command in your layout application can eliminate compatibility and missing font issues in production, but you should be aware that the visual “weight” of your text may increase slightly.

Be sure to save the original un-outlined version, just in case you need to make changes later. Sending the un-outlined version to Flagship with your final files will enable us to make last-minute text changes, should they be necessary.

05 Finishing Considerations

Post-press Finishing

The layout of your file and position of your content must take into consideration how the printed product will be finished. The binding method, how the piece is folded and the paper stock selected can all have bearing on your layout. The best way to prepare your files if you are producing a bound product or complex folded product is to work from a pre-production paper mock-up supplied to you by Flagship. In this section are some of the most common finishing considerations we encounter.



Perfect Binding

There are a few things to consider when creating a perfect bound project. The **cover** document should be provided as printer spreads with the front cover, back cover and spine built to the correct dimensions as provided by Flagship. Another consideration is the 1/4" hinge score affecting visible area on the inside front and inside back covers as well as the first and last text pages. Design elements should be outside this 1/4" hinge area, and image or text crossovers from the cover to the text should be positioned accordingly. Crossovers within the text should be considered carefully, since approximately 1/8" of the content close to the spine can be obscured due to the rigidity of the standard perfect binding. For lay-flat perfect binding layouts, contact your Flagship Representative.

Case Binding

Your Flagship Representative can provide you with a preproduction paper mock-up of your project to aid your file preparation for case bound products.

Recessed Folded Panels

Projects with panels that fold to the inside must have those panels recessed (shortened) by a minimum of 1/16" in order to allow the piece to fold flat without buckling. If your project is printing on a heavy cover stock, it may be necessary to increase this amount, which can be confirmed by a pre-production paper mock-up. Indicate folds with a non-printing dotted line placed on a separate layer in your layout document.

Mind the Drilled Holes

The hole positions required for a variety of binding methods, as well as standard hole drilling for use in binders, need to be considered to ensure they do not interfere with important content. A pre-production paper mock-up is a great way to confirm the position of drilled holes. Binding methods affected are wire-o, spire-o, and side-bound formats such as Chicago screw, grommets and eyelets. Whenever possible, place a dieline element representing the size and position of drilled holes on a separate layer in your layout document.

06 File Submission Information

Electronic File Transfer

When uploading files to Flagship, we recommend you compress your files using Zip file compression before uploading.

Keep file names under 20 characters in length and avoid non-alphanumeric characters. Never use a colon [:], forward [/] or backward [\] slash in a file name. Space bars are problematic for FTP uploads, and should never be used at the beginning of a file name.

For electronic file transfers, please supply an annotated, low resolution PDF of your project along with your native files. This will help clarify issues for our prepress department and may help avoid delays.



Cyberduck FTP Client



Fetch FTP Client



Cute FTP Client

FTP File Upload Instructions

You cannot access the Flagship FTP site from a web browser.

Please use Fetch or Cyberduck for the Mac or Cute ftp for the PC. Please use the following information to connect to the public section of the Flagship ftp site.

Server: ftp.flagshippress.com *(all lower case)*

User Name: guest1 *(all lower case, no spaces)*

Password: fpg2001 *(all lower case, no spaces)*

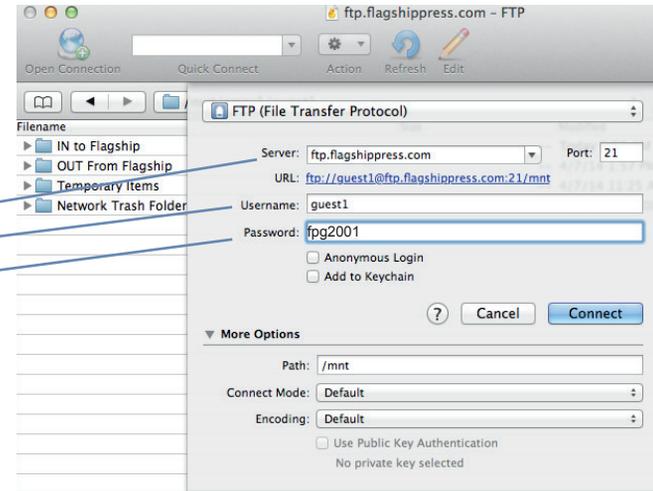
Once you connect to the Flagship ftp site

1. Double click on the array1 folder
2. Double click on the guest1 folder.
3. Select the ***In To Flagship Folder.***

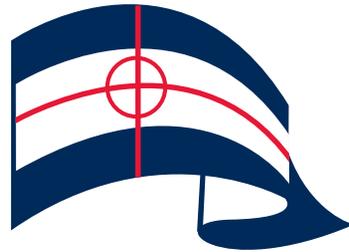
Please place a clearly labeled, stuffed or zipped files in the ***In To Flagship Folder.***

Should you need final files or PDFs after your project is complete, we will place them in the ***Out From Flagship Folder.***

If you would like your own secured folder on our site please contact your Flagship Sales Representative and we will be happy to accommodate you.



07 File Submission Checklist



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File Submission Checklist

Company _____

Contact _____

Telephone (day) _____ (eve) _____

Email _____

Project Name _____

Operating System: Mac OS _____ Win _____

Layout Software & Version: _____

Please send composite laser proofs of your final files and this completed Checklist along with your disk. For electronic file transfers, please send a low-res PDF of your document along with your final files.



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Color Management

- Images in RGB format, Flagship to convert
- Images in CMYK format, no embedded profiles
- Embedded CMYK profiles, Flagship to convert
- Colors properly defined as process or spot
- All spot colors with the same naming convention
- All unused colors deleted

Image Specifications

- All images have an effective resolution of 250-600 dpi
- All supporting art files are supplied and placed in appropriately labeled folders (FPO/low-res, hi-res, etc.)

File Specifications

- Minimum of 1/8" bleed on each trim edge (all 4 sides of each page for perfect-bound or wire-o-bound projects)
- Use "Collect" or "Package" to gather artwork
- Trim size = document size
- Single pages
- Varnishes, Dielines and other post-press artwork colored with appropriately-named solid spot colors and placed on separate layers
- All fonts supplied in a separate folder; include fonts used in supporting artwork

Supplying PDF Files

- Single pages
- Include crop marks with minimum 1/8" bleed
- All fonts embedded
- CMYK Image color space
- Colors properly defined as process or spot

Finishing Considerations

- Pre-production mock-up supplied using final job stock
- Perfect-bound covers built as a single-page printer spreads with the spine included
- Spine width confirmed by Flagship
- Perfect-bound 1/4" hinge score image loss has been considered for inside front and back covers as well as first and last text pages. (Consult with Flagship if designing a lay-flat perfect-bound book)
- Case bound covers designed to layout supplied by Flagship

Electronic File Transfer

- Compress all files before uploading using the Zip format
- File name under 20 characters long, alphanumeric characters only, no space bar, colons, forward or back slash

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Komori 10-color (5/5 perfecter) 40" HUV press with double coating towers



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