



Graphic & Media Guidelines

3700 Lima Street, Denver, Colorado, USA, 80239-3309

Phone: (303) 373-1430 Fax: (303) 373-2325

File Formats

DeLine can handle any file format available today, Macintosh is the preferred OS but we can also work with PC based files, for the preferred file types please see the list below.

- **Adobe Illustrator** / • **Adobe PhotoShop** / • Adobe InDesign / • Adobe Acrobat / • Adobe PageMaker
- QuarkXPress / • Macromedia Freehand / • CorelDraw Draw / • Barco & Scitex.

File Transfer / Media

1) Digital Asset Library (DAL) - This is a web based system designed to handle small or large 100mb+ files
To use this method please go to our web site www.delinebox.com and click on the **ftp** link and follow these steps.

- A)** User Name: **deline_upload** Password: **deline_upload**
- B)** Select "Browse" **C)** Select "Upload" **D)** Select "Browse" **E)** Locate file to upload
- F)** Select "Upload" (repeat steps B-F for multiple files)

2) E-Mail - Please ask your Deline representative for the appropriate E-Mail address, and always make sure to compress files. (10mb maximum)

3) Media - CD / DVD / Zip / Jazz / Optical

Art / File Guidelines

Fonts:

- Make sure to include all fonts when submitting art files.
- All text needs to be set in the Vector files, please do not place text in photos or CT's.
- Minimum positive type size = 6pt / Minimum reverse type = 8pt

Support Files:

- Make sure to include all linked and embedded files.

Die Lines:

- Final layout should be done on a cad file supplied by Deline, make sure to be working with the print view.

Art Elements:

- If using CT's ensure size is large enough to account for bleeds of 1/4"
- Minimum line weight positive & reverse .75pt

Bar Codes:

- Make sure to supply information on the type of code required UPC, ITF, etc. and please supply the full code # including the start digit.
- Minimum size for UPC = 100% and ITF = 80%

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Color Guidelines

Files:

- For best results leave CT's as RGB we will convert them to CYMK or modified process.
- We will be printing @ 85LPI, so make sure to use the appropriate resolution when scanning in CT's.
- When possible, please supply layered PhotoShop .psd files for CT's.
- Do not trap files, our separator will be responsible for this.

Number of colors:

- Maximum number of colors will be 5.
- Please specify what colors you have used, try to use PMS numbers when possible.
- Make sure to keep your pallet limited to your intended colors.

Chase / Target:

- If you would like the graphics to match previously printed images please supply a sample "Chase"
- If no chase is supplied we will run a calibrated proof to international SWOP standards and this will become the chase for color.

Tips for Designers

ART

- Build vignettes using gradations, not blends.
- Supply a clean color palette which reflects only those colors printing, otherwise the nature of the color can be left for interpretation, especially when printing with modified process.
- Supply s/a proof off the final design art to clearly show intent of design if possible.
- Keep all text as vector art and keep from embedding copy into PhotoShop images if possible.
- Although illustrator is the preferred software application to build design files there are a few special effects functions under the filters in illustrator which are meant for Web base applications as opposed to postscript rip based work flows. Although there is a work around for these filters, it does take extra time. If you choose to use these functions it would be appreciated that you identify the special effect and supply an accurate target at size as to ensure it is properly interpreted and reproduced as close to its original design intent.

COLOR

- Preferred raw RGB format, has largest color gamut.
- If conversion to CYMK format is applied, suggest that a SWOP coated conversion table is used so enough detail and shape remains in image for Tri-ad to separate for modified colors.
- Try to keep special effects on copy done within illustrator as copy within PhotoShop is rasterized and will image to film and or plates with jagged edges.