

Bruen Printing & Envelope Prepress Output Specifications

	Preferred	Acceptable	Not Recommended*
Platform	Mac	PC	Commodore
Media	CD	ZIP 100/250	1.4 Floppy
Programs	Quark Xpress InDesign	PageMaker Illustrator Photoshop	MS Word MS Publisher, Powerpoint, etc. Corel Draw
Photos	TIFF	JPG**	EPS***
Graphics	EPS	TIFF BMP	PICT
Fonts	Postscript Open Type	True Type	Multiple Master

*May be usable but may require additional formatting.

**Converted from RGB to CMYK

***Except for Duotones

PDF Files

PDF files can be used for output *provided* they are created with Adobe Acrobat Distiller and all the appropriate settings are plugged into the Press Quality dialog box. PDFs with bleeds need to be oversized and contain bleeds.

What To Include Along With Your Source File

- All attached and imported files (i.e. photos, logos, etc.) even if these files are embedded.
- All fonts; both printer and screen fonts in the case of postscript fonts.
- All fonts that are used in *attached or linked files* (i.e. EPS files).

Check Your Colors

Make sure that if your document contains more than one color, it will actually separate into those colors. Print out to paper and review each color separation. If you cannot do this, your job isn't ready for output and should be corrected as needed.

Common Mistakes

- **Missing fonts or font components;** postscript fonts have *two* components, the printer font and the screen font.
- **Font issues within EPS files;** fonts within these files should be converted to outlines or appropriate fonts should be supplied.
- **Fonts that are italicized or bolded using "radio buttons";** these may look right on screen but will not have the desired effect on output if the appropriate bold or italic font is missing.
- **Four-color photos that are derived from RGB images;** (like many JPGs) these may produce unexpected results when separated into CMYK and should be converted first.
- **Spot-color images that separate into CMYK;** these need to be designated as spot-colors prior to importing into page layout program.
- **Using a raster or vector based program like Adobe Photoshop or Illustrator for page layout;** these programs should usually be limited to use with files that will ultimately be brought into a page layout program like Quark Xpress, InDesign or PageMaker.
- **Low resolution images;** an image grabbed from the internet or other low-res source, although looking good on a monitor will output to print poorly. 300 dpi is ideal.

Send Us Your Files

For questions or to send us your electronic files via e-mail: bruen@shore.net . You can also FTP them to us using such client software as Cute FTP or Fetch. Contact us for the appropriate protocol.