



TRUTONE
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STILL HAVE QUESTIONS?
Contact us toll-free,
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CLIENT-SUPPLIED ART FILES

Graphic Art Guidelines

FIRST THINGS FIRST

- Download the appropriate Trutone templates for your CD, DVD, or vinyl record project at www.trutone.com/2007/templates.html.
- Our templates are available in 2 formats: QuarkXPress and EPS. If you prefer to use a layout application other than QuarkXPress, simply open, import or place the EPS template files in your application of choice. To view the exact measurements of our templates, PDF measurement guides are provided. They are for reference only.
- You will need a separate template for each part of your job (insert, tray card, disc, poster, etc.).
- Name and organize your files so they are easy to find and associate with your project.
- Consult Trutone's Frequently Asked Questions if you need more detailed information about preparing and submitting your files.

PREFERRED FORMATS

Our Mac-based Art Department is unable to use layout files or fonts supplied from PC computers. If your project was designed using a PC, convert all text to outlines or paths, remove all cut and die lines, then save or export layout files as high resolution, press quality PSD, EPS, TIFF or PDF files. Please note that large amounts of small text supplied in PSD or TIFF format will lack crispness and may be difficult to read.

PREFERRED LAYOUT FILE FORMATS (Mac only)

- QuarkXPress
- Adobe Illustrator
- Adobe InDesign

NOTE: If you are supplying an Illustrator file, turn off the template layer. If you have designed your layout using FreeHand, PageMaker or CorelDRAW on a Mac, export the file as a high resolution, press quality PDF or EPS with all cut and die lines removed. Because Adobe Photoshop is an image editing application and not intended for page layout, it is not recommended for the layout of your project's text.

PREFERRED IMAGE FILE FORMATS (Mac & PC)

- TIFF (.tif)
- Photoshop EPS with 8-bit TIFF preview (.eps)
- Photoshop (.psd)
- Windows Bitmaps (.bmp)

NOTE: The compression formats GIF (.gif) and JPEG (.jpg) were developed for web graphics. They are accepted, but are not recommended for print. Be aware that if you supply GIF or JPEG images for your print job, they may exhibit artifacts or pixellation that cannot be corrected.

PREFERRED FONT FORMATS (Mac only)

- Postscript (both screen & printer fonts required)
- OpenType (.otf)
- TrueType (.ttf)
- dfont

NOTE: The main font format for the Mac is PostScript and is comprised of two parts: a screen font (suitcase) and a printer font. Postscript fonts with multiple weights — plain, **bold**, *italic*, and **bold italic** — will have a separate printer font for each weight. Be sure to supply all parts of a PostScript font.



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AVOID THESE COMMON MISTAKES WHEN SUPPLYING YOUR DESIGN

1. FAILURE TO SUPPLY ALL FONTS OR ALL PARTS OF A POSTSCRIPT FONT FOR MAC-BASED JOBS.

For PC jobs, convert all text to outlines or paths. For Mac jobs, most applications provide a feature for collecting fonts.

- For QuarkXPress 6, go to *File > Collect for Output > Collect Screen & Printer Fonts*.
- In earlier versions of QuarkXPress, find the fonts needed at *Utilities > Usage > Fonts*, then collect them manually.
- For InDesign, go to *File > Package > Copy Fonts*.
- For Illustrator, find the fonts needed at *Type > Find Fonts > Fonts in Document*, then collect them manually.

2. FAILURE TO SUPPLY ALL PHOTOS & ARTWORK.

Never embed your images in layout applications. Always link images and collect them in the same way you would fonts.

- For QuarkXPress, go to *File > Collect for Output > Collect Linked Pictures*.
- For InDesign, go to *File > Package > Copy Linked Graphics*.
- For Illustrator, find the images needed at *Window > Links*, then collect them manually.

3. FAILURE TO DESIGNATE A LOCATION FOR UPC BARCODE.

The UPC barcode will appear on the back cover or tray card of your packaging. Place a white rectangle on your design to signify the barcode's placement. This rectangle should be a minimum of 1.175" wide x .816" high.

4. FILES SUPPLIED IN RGB INSTEAD OF CMYK COLOR MODE.

To be reproduced on a printing press, all images must be CMYK. Any images not supplied as CMYK will be converted by Trutone and a noticeable color shift may result. This additional step may also delay your job.

5. IMAGES SCANNED BELOW OPTIMUM RESOLUTION OF 300 DPI.

Providing low resolution images with your job will produce poor quality results. Greatly enlarging your images in Photoshop or in a layout application will decrease their resolution. Images should be scanned at 300 dpi at their final printed size.

6. INCORRECT OR MISSING BLEED & SAFETY MARGINS.

Slight shifting is always a possibility during the trimming process. For best results, allow 1/8" (.125) bleed beyond trim line and 1/8" (.125) safety margin inside crop marks.

7. FAILURE TO SUPPLY A TRUTONE TEMPLATE FOR EACH PART OF THE JOB (INSERT, TRAY CARD, DISC, POSTER, ETC).

Each part of your job requires a separate template that meets Trutone's specifications. Failure to use Trutone templates for any part of your job will delay your project and may result in additional cost.



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CLIENT-SUPPLIED ART FILES - DO'S & DON'Ts

DO:

- Supply all necessary fonts, images, and layout files.
- Maintain a 1/8" (.125) bleed and safety margin in layout files.
- Save all images in CMYK color mode.
- When added together, the CMYK values of your images should be less than 300%.
- Scanned images should be 300 dpi at their final printed size.
- Crop, scale, and/or rotate your images BEFORE placing them in your layout application.
- For projects receiving a Trutone UPC barcode, designate its location by placing a 1.175" wide x .816" high white rectangle on your back cover or tray card.
- Assign a release number to your project and add it to your tray card spines and disc.
- Select spot colors for disc art from the Pantone Solid Coated library.
- Proofread your layouts carefully before submitting them.
- Submit files on CD-R, DVD-R, portable flash drive, or via email (under 10 MB) or Trutone FTP (over 10 MB).
- Compress all files into a Stuffed or Zipped archive before uploading to our FTP site.
- Supply color or black & white printouts of your layout files. No faxes please.
- Have questions? Consult your Customer Service Representative BEFORE submitting your files.

DON'T:

- Do not alter the dimensions of any Trutone template. Their measurements are precise for our needs.
- Do not extend your image beyond the bleed line. Change image size in Photoshop or by adjusting image box sizes. Never cover over unwanted areas with white boxes in a layout application. Doing so may create unpredictable results and delay your project.
- Do not supply your spot color disc art in Photoshop. PMS colors must be defined in a layout (Quark, InDesign) or vector-based (Illustrator) application.
- Do not make your disc artwork round to fit on the disc. Use your layout application's masking features on a square or rectangular image. Consult your software's manual for instructions on creating masks.
- In your color palette, do not alter the names of the Pantone Matching System (PMS) naming convention. Spot color names should begin with "PANTONE," then the number followed by a "C" (example: PANTONE 2935 C).
- Do not design text elements that cross over the mirror band area of the disc.
(See FAQ #17 for more information).
- Do not embed your images. All images must be linked in your layout application.
- Do not make type on your printed pieces smaller than 5 points or on your discs smaller than 6 points.
- Do not convert text to paths unless you are supplying a PC-based job.
- Do not trap your files. Our powerful trapping software will do it for you.
- Do not assign or embed color profiles or custom color settings in Photoshop.
- Do not supply UPC barcodes in CMYK color mode. In order to scan properly, barcodes should be submitted as a separate image file that is 100% black only.
- Do not supply any files that are not required for the production of your job.