

## Guidelines for the supply of files

You can find the version with the latest update at our website in the section:

[http://www.elcograf.com/ita/servizi\\_online/servizi\\_specifiche.htm](http://www.elcograf.com/ita/servizi_online/servizi_specifiche.htm)

### General Information

The following guidelines are the basis for the supply of digital material for **Offset, Roto-offset and Rotogravure** printing.

Non-compliance with these instructions can lead of irreversible errors during production.

The data given will be accepted literally and completely and for everything as they are delivered to us.

Printing contemplates the **CMYK** colour space therefore all data inside the files must have this feature.

Only in this case can **Elcograf** guarantee the printed result, within the usual tolerances.

### Responsibilities

**Elcograf** guarantees a print coherent with the files and tests that you provide (see document “Colour proof supply specifications”).

The customer must accept entire responsibility for the correct creation of the digital data supplied to us.

### Other

For further information, please contact your reference person in the company, who will give you all information necessary, or put you directly into contact with a competent technician.

### Technical Specifications

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## 1. Photolithography

To close files, the following rules must be followed. Otherwise an optimal print result will not be guaranteed.

The following specifications will be checked prior on a PDF Test.

### 1.1 Specific imaging techniques

The colour space of the images must be in **CMYK**.

Total ink coverage must never exceed

**320% (Coated Paper) and 280% (Uncoated Paper)**

The lower tones must never fall below **5% per Rotocalco e Rotooffset, 2% per Offset**

Neutral backgrounds of images must have three scale colours (C, M, Y) low and high Black in order to obtain a uniform result in print. Example:

**Wrong grey background: C=10, M=10, Y=10, N=0**

**Right grey background: C=2, M=2, Y=2, N=10**

Per la risoluzione delle immagini attenersi alla tabella di seguito.

COLOUR METHOD	RESOLUTION	FORMAT
Line images	≥ 900 ppi	TIFF LZW
Grey scale images	254 ppi	TIFF LZW
CMYK images	254 ppi	JPEG
CMYK images (with levels)	254 ppi	Photoshop PSD
Vectorial images		EPS - Ai

### 1.2 Images resize

For maximum quality, the size of the images should be **100%** imposed, to resize up to a maximum of **125%**.

Above this level of enlargement, the result of the photograph cannot be guaranteed. For reductions, it is advisable not to go below the **50%** threshold, otherwise the image will be blurred.

### 1.3 Borders

Borders worked with a single ink must have a thickness of no less than **0,2 pt**, those with several colours must have a thickness of no less than **0,5 pt**.

### 1.4 Construction of black

**C=0, M=0, Y=0, K=100:** Constructed in this way, it is the only colour which is overprinted.

**C=1, M=1, Y=1, K=100:** This is used for titles or backgrounds which are half on white and half on a coloured background or a photo, with perforated operating which prevents the difference of the double printing being noticed.

**C=50, M=0, Y=0, K=100:** When a richer black is required. Black will be more brilliant and perforated. This is used when a background is entirely printed on another background.

## 1.5 Texts

- ✓ Black text is always overprinted **100%**.
- ✓ The black text is always in four colours **C=0, M=0, Y=0, K=100** and flat colours are never used, except, when the printing machines allows it, a 5th pantone colour is used.
- ✓ Texts which are partly on a photograph or a background, in order to avoid the difference in tone being visible, can be carried out in perforation mode (**C=1, M=1, Y=1, K=100**), in this case the body of the font must not be less than **24 pt**, otherwise the register cannot be guaranteed.
- ✓ For texts in negative or in several colours, for problems linked to the out-of-register question and for legibility, styles such as **Medium, Semibold and Bold** must be used on small bodies. Do not use **Ultra Light, Light or Regular**.
- ✓ Texts in negative must always be in perforated mode, otherwise they disappear.
- ✓ Fonts with a thickness of less than **0.20 mm for black text and 0.25 mm for negative text** must be not used.

## 1.6 Colour management

Elcograf uses the standard colour space (PSR, PSO, ISO). The use of this standard colour space is obligatory.

## 1.7 General parameters for the production of Colour Tests

Colour tests can be produced with **ICC standard** profiles.

First all the assessments of the case must be made (type of paper, weight, white paper, print line, etc.), then the tests will be carried out with the correct profile.

For better colour reproduction of the product, the images must also be converted and they must contain the colour profile used in order to obtain the best result in certified colour test and in the print.

Colour tests are produced with the data supplied, which must contain the following information:

- ✓ Date and time of printing
- ✓ Title of the work and number of pages
- ✓ The **ICC** profile used
- ✓ Check sum (which certifies that the profile used has not been tampered with)
- ✓ Type of paper on which it is printed
- ✓ **UGRA FOGRA** control scale

The printer on which the tests are produced must be calibrated periodically and it must have a correct DELTA E2000.

For more information on ICC profiles and to download them, go to the website

<http://www.eci.org>

## — 2 Files and documents for Printing

The customer must provide the print technician with the final validated pages in **PDF** format. After agreement with the sales department, open files can also be delivered (**QuarkXpress, InDesign**), the company has a photolithography department which can perform all operations relative to **Prepress**.

### — 2.1 File transmission

The files can be sent in the following ways:

- ✓ **CD-Rom** and **DVD**
- ✓ **USB** key or **Hard Disk**
- ✓ **customer's FTP**: we are sent the link and we will download them from your FTP
- ✓ **FTP Elcograf**: every customer has a customised position, protected by **password**, under no circumstances can other customers see the files.  
You are e-mailed a link where you can deposit the files.
- ✓ By **InSite**. Also in this case, a job for each customer.  
The advantage of InSite is that you can manage the files directly, give the OK or refuse the pages and you can immediately see the corrections made.

### — 2.2 PDF features

- ✓ **PDF release 1.4.** or higher.
- ✓ They must be supplied in single pages
- ✓ In composite **CMYK** (not **RGB**) with separation number the same as the number of the print plates/colours.
- ✓ The **fonts** must be incorporated into the PDF.

### — 2.3 Multilingual and co-editions

Generic **CMYK** file of the illustrations (without text) separate from the only text PDF for every change of language/edition.

In the case of **PDF CMYK** containing **Spot Colour Text** of a language to be used as a “base” for any language/edition changes, the work costs for making the files conform will be charged.

### — 2.4 File names

- ✓ The file names must begin with three figures (text with less than 999 pages) indicating the number of pages and the title, this also holds firm for white pages  
**Example: 001\_Title.pdf.**
- ✓ In the case of multilingual texts, the acronym of the language must be placed before the name  
**Example: ITA\_001\_Title.pdf - TED\_001\_Title.pdf - ecc...**
- ✓ The files of the corrections must have the letter **N** at the end of the name followed by the number of the correction (**N1** for the first correction, **N2** for the second correction, etc...).  
**Example: 001\_Title\_N1.pdf - 001\_Title\_N2.pdf.**

## — 2.5 PDF dimensions and geometry

The PDF must have defined and correct **Trim Box** and **Bleed Box** areas, and the **Media Box** must be the same for all the files of the job.

- ✓ The **Trim Box** area defines the dimensions of the trimmed document.
- ✓ The **Bleed Box** area defines the dimensions of the trimmed document plus the surplus, which must be at least 5 mm on each side.
- ✓ The **Media Box** are defines the untrimmed format of the PDF.

To activate the visualisation of these areas from the preferences, follow this path:

Acrobat → Preferences → General → Page visualisation → Visualisation Art Box, Trim Box and Bleed Box.



**Media Box**

**Bleed Box**

**Trim Box**

# PRIMI ANCHE NEL RISPETTO DELL'AMBIENTE

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