

# Desktop Publishing Guidelines

**Tips and guidelines to allow your job to run smoothly through our prepress system and to get you the very best product possible.**

## **Finishing Your Document:**

- Your files should be finished in a page layout program such as QuarkXpress, PageMaker or InDesign, not in illustration programs such as Freehand, Illustrator or Corel. Page layout applications are specifically designed with OPI linking, color control and layout flexibility. Illustration programs should be used to create vector artwork to be imported into layout applications.
- Multipage documents should be a single document, not a document per section or page.
- Make the document size the size of the finished printed piece.
- If a same photo is used very large in one spot and small in another, you should open and resize the photo for the smaller size and resave with a different name such as: cover photo and cover photo small; this will make much smaller overall document files and take less time to RIP and print proofs.
- Standard bleed is 1/8 (.125) inch.
- Do not place bmp and wmf files. These images are limited in resolution and size and will not RIP using our current workflow.
- Always check with the Minuteman Press for page folding dimensions. Many folded pieces will have a short panel. This is extremely important on products that roll fold.
- Clear the pasteboard area. Any information left here will make for unnecessarily large file sizes. These images and text data will also be collected to output when gathering for file transfer.
- When designing, take into account the non-printable area for gripper edges. Ask your sales representative for specifications, as they change for different pieces of equipment.
- Never embed images. Always import images so document links are controlled.
- Avoid the use of more than two screen builds of colored type, particularly type under 12pt. Example: Green type that is 100C, 20M, 80Y will print much sharper than green type that is 90C, 20M, 80Y, 30K. The dots that make up the screen angles will make type harder to read.
- Do not use the control palette to stylize type. Many fonts are available only in one weight and style. These palette features are for screen viewing only; utilities such as ATM will render the look, but a postscript printer will produce an error or skip the command altogether. To avoid this, always select the font style directly. Example: Future Bold Italic, instead of Futura bolded and italicized.
- Avoid rotating or flipping images using the control palettes. This only increases risk of postscript error. These features should be completed to the original artwork before importing.
- When placing small colored type on a separate color background, take into account how trapping will effect the size and typestyle.

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## Colors:

- Final colors should be set in the proper color mode, spot or CMYK. Do not use RGB.
- Final color palette should include only the colors used within the document. Remove all unused colors.
- The color "Registration" is not to be used as black.
- Large solid blacks, should be set as a rich printers black of 50C, 50M, 50Y, 100K.
- Pantone color names such as Pantone 185 CV and Pantone 185 CVC are two different colors and will print on two different plates. The original artwork pieces in Illustrator must be edited so the names reflect the same.
- Refer to a Pantone book for spot colors and a process match book for CMYK output. Pantone swatch books made before May 2001, will have color discrepancies with any of the latest versions of DTP software. Pantone re-evaluated many spot-to-CMYK conversions. Use the latest CMYK conversions, which can be found at [www.pantone.com](http://www.pantone.com).

## Raster Picture Files:

- All color picture files should be in CMYK or DCS 2 color space.
- When you have worked in layers and flattened the image for final placement, always save a tif file and send. Keep an original psd file for your archives.
- Standard line screen is 150dpi. For high resolution output to a press, the rule of thumb is: Percent enlargement X 1.5 to 2 times the line screen.  
Example: a picture placed at 100% for output to 150 line screen requires a resolution of at least 225 dpi. **Minuteman Press recommends 300 dpi for all images.** More resolution does not mean better, only larger files.
- Do not use images taken from the internet. Be aware they are 72 dpi, and are usually too low resolution for offset printing. Digital camera images can be shot as low as 72 res and as high as 300. We must have 300 dpi for offset printing.
- Crop out any picture portions not in use; this makes for smaller documents and storage.

## Vector Artwork Files:

- Clear the pasteboard area.
- Always export as editable eps files.
- Always include fonts used in your document.
- Never embed images, always import or place so document links are controlled.
- When transparency is used, you must flatten the graphic before exporting. Be aware that the transparency features are not available for all color applications. Consult the software manual for information.

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## Postcard Regulations

Minimum Size .....	.3.5 x 5
Maximum (For Postcard Rate) .....	.4.25 x 6

## Common Sizing Chart

### Stationery

Standard Letter .....	8.5 x 11
Standard Business Envelope .....	4.125 x 9.5

Monarch Letterhead.....	7.25 x 10.5
Monarch Envelope .....	3.875 x 7.5

### Invitation

(A2) 5.5 Envelope .....	4.375 x 5.75
(A2) 5.5 Card .....	4.25 x 5.5

(A6) #6 Envelope.....	4.75 x 6.5
(A6) #6 Card .....	4.625 x 6.25

### Bus. Envelope

#9 Envelope.....	3.875 x 8.875
#10 Envelope.....	4.125 x 9.5

### Booklet Envelopes

6 x 9  
9 x 12  
9.5 x 12.5  
10 x 13

## Decimal Chart

1/32 .....	.031
1/16 .....	.062
3/32 .....	.094
1/8 .....	.125
5/32 .....	.156
3/16 .....	.187
7/32 .....	.219
1/4 .....	.250
9/32 .....	.281
5/16 .....	.312
11/32 .....	.344
3/8 .....	.375
13/32 .....	.406
7/16 .....	.437
15/32 .....	.469
1/2 .....	.500
17/32 .....	.531
9/16 .....	.562
19/32 .....	.594
5/8 .....	.625
21/32 .....	.656
11/16 .....	.687
23/32 .....	.719
3/4 .....	.750
25/32 .....	.781
13/16 .....	.812
27/32 .....	.844
7/8 .....	.875
29/32 .....	.906
15/16 .....	.937
31/32 .....	.969
1 .....	1.00



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