



Customer Guidelines and Job Specifications

PREPRESS:

National Graphic Solutions Prepress Department's preferred file format is PDF. As a general rule all PDF files should have all fonts embedded, no RGB images, and contain high resolution images. As with any supplied files, we request a minimum of 3/16" bleed (1/4" is preferred, especially for covers), no four color black type, all type and critical elements be at least 3/16" from final trim, and the total ink density of any element be under 300 percent.

PDF's are to be considered locked files. We will not be able to make changes to PDF's.

For all new customers or current customers that have changed file suppliers, we strongly encourage them to send us test files for us to evaluate.

We still maintain the capability to process all application files, such as Quark, Indesign, Illustrator, etc, just as we have in the past.

We will continue to work with all customers to meet their needs and help them with any file issues they may have.

PRESS:

National Graphic Solutions standard for press color is to run the job to SWOP standards. SWOP is an industry standard for color density based on the type of stock used. National Graphic Solutions will always run to SWOP standards unless otherwise instructed to by the customer. An example of that may be a customer supplied contract proof or a request to run to a specific PMS color with density targets established prior to printing.