

SERVICES OFFERED BY BASIN PRINTING

DESIGN & ILLUSTRATION

Our prepress department excels in document layout, marketing solutions, graphic design, illustration, high-resolution scanning and color management. Check out www.basinprinting.com for some samples of our designs. ■■■

SCANNING, COLOR CORRECTION, DIGITAL IMAGE MANIPULATION

High-resolution drum and flatbed scanning performed by GATF color management-trained specialists provide you with high quality color corrected images. Maximum image area on the drum accommodates original up to 18 inches by 17 inches with resolution up to 16,000 dpi for both reflective and transparent originals. Flatbed scanner maximum image area is 11 inches by 17 inches with capabilities up to 1200 dpi. The flatbed can also be used for tiling images that are bigger than the imageable area. Please inquire about pricing for this service. ■■■

LARGE FORMAT PRINTING

Utilizing Epson® Seven Color Ultrachrome Inkjet technology we are happy to provide you with quality large format posters, banners, and fine art prints. Available on a variety of media including vinyl, backlit (duratran), canvas, tyvek, satin, matte, gloss, bond and acid-free archival fine art papers with a maximum width of 42 inches. The target resolution for raster images is 75-150 at final output size for posters and banners and 300-600 dpi for the giclée fine art prints. For large prints we recommend you set your file up at 50 percent of the final size. Laminating and foam core mounting can add a beautiful finish to your next presentation. We also offer professional display stands for your poster, deckle edging and wall mounts for hanging. Please inquire about sizes. ■■■

GLOSSARY OF PRINTING TERMS

PDF - Portable Document Format by Adobe.

IMPOSITION - The arrangement of individual pages or units on a press sheet in such a way that, when folded and trimmed, pages are in correct order and orientation.

PROCESS - Printing in CMYK (Cyan, Magenta, Yellow and Black). CMYK is the four color model used to create full color images.

SPOT COLOR - A pre-mixed ink used to make special colors that cannot be created using the standard CMYK process.

PMS - Short for Pantone Matching System. PMS is a color system used to identify specific colors by name or number.

BLEED - A term used to describe printing that runs all the way to the edge of the paper. Printing that goes to the edge must run .125 inch past where the paper will be trimmed.

COMPUTER-TO-PLATE - In the Computer-to-Plate, or CTP process, the image of the page from a digital file is recorded directly from the file to the printing plate instead of creating film and making the plate from the film.

RESOLUTION - A term used to describe image clarity. Measured in DPI (dots per inch).

PREFLIGHT - The act of checking a digital file before it goes to the press.

OFFSET PRINTING - A traditional method of printing an image or text with ink. Offset printing is commonly used to produce books, magazines, newspapers and other products in large quantities. Offset printing involves chemically etching an image onto metal or plastic plates that are placed around a cylinder. The etched portions of the plates collect ink and transfer it to a rubber blanket which then transfers the image to the paper, thus the term offset printing.



BASIN PRINTING & IMAGING, COMPLEX WITHOUT BEING COMPLICATED.

As technology moves forward, so does Basin Printing & Imaging. We are pleased to announce a continuing expansion of our print-on-demand Document Processing Center.

Complex manifold projects are coordinated by our customer service department allowing you, the valued customer, one stop source for all facets of your project. Please call us for a free estimate and to answer any questions.



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FILE PREPARATION GUIDE



A tradition of quality since 1957

WHAT'S NEW AT BASIN PRINTING & IMAGING YOU SHOULD KNOW ABOUT?

In a continued effort to bring you the latest in technology and industry trends, we are happy to announce our latest acquisition - the Screen® PlateRite 4300 thermal platesetter. Workflow standards have been transformed from traditional prepress operations to **COMPUTER-TO-PLATE** operations with significant improvements including cost savings and project expedition. Contract-quality proofs from the new Epson® 7600 have replaced film and traditional matchprints and bluelines.

FILE PREPARATION

LINKS

Links are required and must accommodate your page layout file. The picture or graphic “placed” in the page layout file must accompany the file on the disk or internet transfer to print correctly. For this reason, we are not able to guarantee the accuracy and quality of Microsoft products in the **OFFSET PRINTING** environment. Place graphics at the size they are supposed to print at (100 percent). For best results do not enlarge or reduce the graphic more than 10 percent after it has been placed. ■■■

FONTS

Fonts are a key component which may affect the expediency of a project. With Basin Printing & Imaging's new TrueFlow system, using postscript fonts is a must as the system finalizes the process by creating its own **PDF** file. A postscript font has two files; a screen font and a printer font and will be labeled as a postscript font. While some true type fonts may work because they don't contain embedding restrictions, it is a gamble and could knock a project off production schedule. Please continue to include fonts used in the layout and in graphic files unless they have been converted to outlines (points and paths). A folder with the fonts used should accompany your page layout file and links on the same disk or file transfer folder. Avoid restricted true type fonts. ■■■

LAYOUT

Layout has been streamlined with the TrueFlow system. Built into the software is an **IMPOSITION** function that will “strip” your files in the proper position for press sheet specifications and account for **BLEED**, gutter, gripper, printer marks, guides and creep. Please build your files one up with the sheetfed industry standard of .125-inch bleeds. Booklets should be built as one up pages in reader spreads. Multiple images, for instance, different personnel names for business cards, should be set up with each name (image) one up as a page by itself with the finished size being the finished size of the project. The pages should be incorporated within one document. Please do NOT set up a different document for each name or image unless it is a different project and the final size differs. For instance, if you had four different employees who needed business cards your document would be four pages at 3.5 inches by 2 inches. Feel free to call if you need clarification on any of the criteria specified in this brochure. ■■■

NAMING CONVENTIONS

Please name all of your files, including linked images and graphics, with short file names including no special characters (ie. - / () & #?:) ■■■

COLORS

Colors in your page layout program should match the colors in placed graphics. All color names and specs (ie. C vs. CVC) should match. Please use the **PMS** library of colors for **SPOT COLORS**. With our new TrueFlow system, trapping is no longer an arduous chore for the designer or the prepress operator. ■■■

MOCKUPS

Laser separations and composite dummies greatly improve the communication between you and your printer. Faxed comps are accepted with uploaded files. Include folding instructions and bindery operations. ■■■

ACCEPTED SOFTWARE

QUARK XPRESS®

All versions are accepted. Some requirements have changed to accommodate the new workflow. See “File Preparation” in this brochure for specific font, link, color palette and layout criteria. ■■■

ADOBE® ILLUSTRATOR

Adobe Illustrator is a vector-based program. The pixels in your design are either “on” or “off” (a one or a zero) producing graphics with a “hardline” effect.

Still the preferred vector program of service bureaus and graphic design / illustrators because of its flexibility and ability to interface with other Adobe, multimedia and page layout products. Please remember to use only Pantone library colors when building your design in all software products. ■■■

ADOBE® PHOTOSHOP

Photoshop is a raster-based program each pixel containing a value producing a soft-edge photo-like design. **RESOLUTION** is critical for best results and will be determined within the Photoshop image. For offset printing we recommend 400 dpi (dots per inch).

The leader in photo manipulation since its inception. A quick consultation with one of our GATF color management-trained prepress operators can provide you with valuable color profiles mandatory for the most accurate results for your specific output destination.

Digital photos from digital cameras are accepted. You can provide your own disk with images, or we can read your memory card for you. For high quality print output, the camera has to be set to it's highest resolution setting while taking the photos. ■■■

ADOBE® INDESIGN

Proven to be a time saving tool for the design artist by integrating layer comps from Photoshop and Illustrator documents, among many other features including separation and overprint previews. ■■■

ADOBE® ACROBAT PDF

Provides versatility across platform and is a reliable file format for offset printing, if the PDF files are created properly. Please create your files one up with .125 bleed, do not downsample images and embed all fonts. Please see the File Preparation section in this brochure or contact one of our prepress professionals for the detailed settings required for creating PDF files. ■■■

MACROMEDIA® FREEHAND

Often used by the multimedia artist in addition to graphic designers and illustrators. Most recent versions are preferred and if the file contains adequate resolution will integrate into BP&I's workflow system seamlessly. ■■■

ADOBE® PAGEMAKER

Most recent versions are preferred. Some minor specifications have been addressed in this brochure to help make the transition from file to plate a flawless one. Avoid using background color “paper,” choose “new color” @ C=0, M=0, Y=0, K=0. Avoid changing the opacity of placed graphics in this software. We recommend this effect be built in Photoshop and placed as a graphic. ■■■

OTHER SOFTWARE

Software, including Publisher, Corel, Word and Power Point, often provide challenges for the prepress operator. While desktop publishing and print-on-demand needs do not usually pose any difficulties, offset printing and color management specifications cannot be guaranteed for these products. Additional handling and **PREFLIGHT** fees may apply. If you are unsure about how a file will output for offset printing, call our prepress department for advice. ■■■

ACCEPTED MEDIA

CDs, ZIP disks, DVDs, E-mail (attachments up to 10 mb). You can also utilize our FTP site to send your files. Go to our website www.basinprinting.com and click on “Send and Receive Documents” to set up your user account. Please feel free to contact us for more information. ■■■