

# BCE DIGITAL FILE INSTRUCTIONS

## COLOR CONVERSIONS

All files sent to us must be colored correctly. We use magenta as a second color to make color grouping and stock art placement consistent. Use the following chart for coloring your graphics and copy in all your documents. Please create your images using the colors listed below so they will match our production groupings. Use CMYK as spot colors only. **Do not label them as process colors.**

**Do not use PMS Process Magenta or Cyan. All programs have Magenta and Cyan listed as a color choice.**

### One Color Imprint

<u>If ink color is:</u>	<u>Use these colors:</u>
Black	Black
Green	Magenta
Reflex	Cyan
Red	Magenta
Brown	Cyan
Gray	Magenta
Gold	Magenta
Burgundy	Magenta
Hunter	Cyan
Teal	Cyan
Purple	Magenta
Process	Cyan
Foil (any color)	Black of each piece
Embossing	Black

### Two Color Imprint

<u>If ink color is:</u>	<u>Use these colors:</u>
Black & Green	Black & Magenta (for green)
Black & Reflex	Black & Cyan (for reflex)
Black & Red	Black & Magenta (for red)
Black & Brown	Black & Cyan (for brown)
Black & Gray	Black & Magenta (for gray)
Black & Gold	Black & Magenta (for gold)
Black & Burgundy	Black & Magenta (for burgundy)
Black & Hunter	Black & Cyan (for hunter)
Black & Teal	Black & Cyan (for teal)
Black & Purple	Black & Magenta (for purple)
Black & Process Blue	Black & Cyan (for process)
Reflex & Red	Cyan & Magenta (for red)
Reflex & Gold	Cyan & Magenta (for gold)
Reflex & Gray	Cyan & Magenta (for gray)
Reflex & Green	Cyan & Magenta (for green)
Hunter & Gold	Cyan & Magenta (for gold)
Brown & Gold	Cyan & Magenta (for gold)
Burg & Gray	Black & Magenta (for gray)

\* Please indicate color separation on your order form.

\* For special ink colors, please use same format  
(lighter color for magenta)

## ADDITIONAL CHARGES

The artwork you send must follow the instructions provided to ensure that your order is completely camera ready. If corrections or modifications are required to achieve a proper output, they will be corrected, and the following charges will be applied. Special service charges listed in our catalog will also apply to your orders. **You will be notified before we proceed with your order ONLY if charges exceed \$10.00.**

Adjust spread & trap on

color separations .....\$10.00 minimum

Correct on-screen color separations

Quark, Pagemaker w/tiff images .....\$5.00 minimum

Adobe Illustrator eps files .....\$5.00 minimum

Any other program (if possible) .....\$5.00 minimum

Change or add a line of type .....\$1.00 per line

Extend bleeds .....\$2.50 per side

Touch up art.....\$10.00 minimum

Resave the file in the correct format.....\$5.00

Font Issues: If you send files needing font substitution charges will only apply if they are not BCE mainline fonts.

Find and substitute each font.....\$2.00

In most cases, BCE cannot change documents created in Adobe Photoshop. If colors in any program cannot be changed additional handling charges will apply.

You will receive an invoice explaining charges so they can be avoided in the future. If changes cannot be made, the order will be rejected and put on hold. You will be notified of the problems to repair.

## REORDER INFORMATION

Business Card Express will store your order electronically for a period of 18 months. We will supply a laser copy to you that will have your corresponding electronic file number on it. The laser print will be placed inside the top of the box. With this file number, it is no longer necessary to send us a logo for new orders. Simply put the file number provided in the REORDER FILE NUMBER BOX on completed BCE order form. Be sure to SEND or FAX a sample with changes AND color break. If you sent us camera ready copy in the past, you will need to continue to do so if there are any changes. We may not have the typestyles necessary to produce your order. However, if you would like us to substitute one of our mainline typestyles, please indicate what typestyle to use on the BCE order form. Reorder numbers are for exact reorders. If there are any changes, please mark the FILE NUMBER WITH CHANGES box on the order form. If special fonts were sent with the original order, please resend with each reorder.

# IMPORTANT REQUIREMENTS

## **BCE System:**

We use QuarkXpress 4.1 on the Macintosh for all our layout work. Please read information below for compatibility concerns if either your system or layout program is different than ours.

## **When creating files:**

- 1) Create one item to size per document.
- 2) **ITEMS SHOULD BE 1-UP.**

## **Fonts:**

- 1) Fonts may differ between PC and MAC platforms. If this is critical, request a proof by fax.
- 2) Do not use the measurement or effects pallets when applying bold or italicize type effects.
- 3) **MAC ONLY:** Send screen (suitcase) and printer fonts.
- 4) **PC ONLY:** It is preferable for you to convert all type to the graphic. See specific program information.

## **Screens:**

- 1) Our default line screen is 85 lpi. If you want a higher line screen please specify on **EVERY** order **EVEN REORDERS.**
- 2) Our default for shading is 20%. We cannot match screens, each press is different and difficult to match exactly. Please specify a screen value on supplied art.
- 3) When sending gradient screen patterns make sure your lowest value is not under 10%, screen percentages under 10% **WILL** lose detail.

## **Required margins:**

• Business Cards - 1/8" minimum • Envelopes - 3/8" top and left • Letterhead - 3/8" top and 1/8" sides/bottom  
All bleeds must extend at least 1/8" beyond the edge.

## **Registration:**

- 1) You are responsible for painting colors to spot using CMYK and for spreading and trapping orders.
- 2) **Traps** should be set between .4 and .7 point. Please note on order any specific trap information.

## **Sending files:**

- 1) Please put all items in a folder and compress (stuffit, zipit, etc.) This helps keep track of all files sent and speeds upload and download times.
- 2) **Please send an order form BEFORE sending your email. We get many emails with no orders. They will not be processed unless there is an order form.**
- 1) Name your files according to the mainline. Files called BC, business card, envelope, etc. will no longer be accepted.

# SOFTWARE REQUIREMENTS FOR MAC

## **QuarkXPress® 3.31 or later for Macintosh**

When creating your layout, group all items. It is best to set up a business card template of 3.5"x2"

Double check that your text and graphics are colored correctly. You will need to follow the color combinations listed on the first page of this document.

A graphic placed in QuarkXPress® is only a screen graphic with a link to a high resolution graphic.

Please include the exact same graphic you placed in Quark along with the actual Quark file.

Be sure to update all links so they read "ok," not modified or missing. Quark has a feature to collect for output which will save your document and any links in a specified location. You will be responsible for finding the fonts.

Send screen and printer fonts. When applying a style to type, select the actual typeface desired from the font menu. Do not use the "measurement/effects pallet." This will ensure that the file will output correctly on our imagesetters for bold and italic styles.

## **Adobe Illustrator® for Macintosh**

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Please send EPS not original document. Convert all “text to outlines” and group all characters. When creating your layout, group all items.

If using an imported graphic in your Illustrator document, be sure to embed the placed graphic. The “embed” option is found in the links pallet.

Double check that your text and graphics are colored correctly. Please follow the color combinations listed on the first page of this document.

## **Macromedia Freehand® for Macintosh**

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Please send EPS, not freehand document. This saves the extra time of opening and converting to an EPS. Be sure to “convert to paths” and group all text in your document.

If using imported graphic in your Freehand illustration, be sure to embed the linked file. The “embed” option is found under “edit” “links.”

Double check that your text and graphics are colored correctly. You will need to follow the color combinations listed on the first page of this document.

## **PageMaker® 5.0 or later for Macintosh**

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We request that you use the “Save for Service Provider” option under utilities in Pagemaker 6.5 & 7.0. This can copy your publication, all linked image files, fonts (be sure it includes both screen & printer fonts with file) and other files required to print your document. This plug-in also helps you to resolve broken links.

Double check that your text and graphics are colored correctly. You will need to follow the color combinations from the cover page of this document.

## **Adobe Photoshop® for Macintosh**

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The files must be saved as a Macintosh® TIFF with LZW compression. **We are only able to accept Black and White line art (Bitmap option under mode) and grayscale photos.** We recommend a minimum resolution of 300 for all art. JPEG's and GIF's, unless black and white are unacceptable. They are usually 72dpi which is not enough resolution for high quality printing. If sending, please make sure they are NOT 72dpi. Please **DO NOT** color or paint in Photoshop®.

## **CorelDraw® for Macintosh**

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Include the original CDR file along with imported files and supporting graphics. Be sure to save all text as paths. You can also send exported files. When saving your CorelDraw files, choose “export” from the file menu. Choose “Adobe Illustrator”, then “7.0” and “export text as curves”. If you do not see the option “Adobe Illustrator”, choose “placeable .eps” and “export text as curves”.

## **Adobe Acrobat® (PDF's)**

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If sending PDF's please send ONLY black and white. If two color, send as all black and white composite. No colored PDF's will be accepted. Please supply crop marks for placement. Hairline registration or gradient screens are not accepted in pdf format, original program files will be required. Remember pdf's are read only and cannot be changed.

# SOFTWARE REQUIREMENTS FOR PC

We now have a PC to help process your PC orders. We have the following programs:

Adobe Pagemaker 7.0

Adobe Illustrator 10

Adobe Photoshop 7.0

Microsoft Word

Microsoft Publisher

Microsoft Power Point

## QuarkXPress® for Windows

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Windows .qxd files can only be opened on our Macintosh systems. The only way they can be used is if we have the fonts. Please be sure to check our catalog before creating these files to send. Refer to Mac instructions for linking options.

## Adobe Photoshop® for Windows

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The files must be saved as a Macintosh® TIFF with LZW compression. We are only able to accept Black and White line art (Bitmap option under mode (not .bmp)) and grayscale photos. We recommend a minimum resolution of 300 for all art. JPEG's and GIF's unless black and white are unacceptable. They are usually 72dpi which is not enough resolution for high quality printing. Please DO NOT color or paint in Photoshop®.

## Adobe Pagemaker 7.0® for Windows

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We request that you use the "Save for Service Provider" option under utilities in Pagemaker 6.5 & 7.0. This can copy your publication, all linked image files, fonts and other files required to print your document. This plug-in also helps you to resolve broken links.

Double check that your text and graphics are colored correctly. You will need to follow the color combinations from the cover page of this document.

## Microsoft Publisher® and Microsoft Word®

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Anything sent in Publisher and Word can only be printed and scanned. They must be all black with no screens or color applied. Please remove all hyperlinks as these appear in blue.

**Our email addresses:**

**Customer Service: [cserv@bcesouth.com](mailto:cserv@bcesouth.com)**

**Macintosh artwork: [artwork@bcesouth.com](mailto:artwork@bcesouth.com)**

**PC artwork: [pcart@bcesouth.com](mailto:pcart@bcesouth.com)**

**File uploads: [www.bcesouth.com](http://www.bcesouth.com) online file upload icon on bottom**

**Uploads are best for large files.**

Please call with any questions regarding the previous information : 919-467-8895 or 800-849-8077.

# GLOSSARY OF TERMS

**Bitmap:** Bitmap graphics are made up of individual pixels, tiny little dots that line up to form an image.

**JPEG:** stands for Joint Photographic Experts Group. Popular format for graphic files on the internet due to extreme compression and ability to handle 24 bit color. Not recommended for high resolution printing.

**GIF:** Short for Graphics Interchange format, this is a standard format (originally created by online service CompuServe) for Web-based graphics. Not recommended for high resolution printing.

**EPS:** Composite file also known as Encapsulated PostScript. Can be scaled and be printed at high resolution. Can be created by most graphic programs.

**TIFF:** stands for Tagged Image File Format, a bitmapped image format prominent in the publishing industry. Used for all in house clip-art and preferred method of placed artwork.

**LPI:** Lines per inch our default is 85lpi, we can run up to 133lpi. The higher the lpi the smoother the image, most notable in photographs or screened images. Fine detailed art should be run at a higher lpi, art with solids should be run at a lower lpi.

**DPI or Resolution:** The number of ink dots per inch produced by an image setter or laser printer. Default resolution to imagesetters 1200dpi. Minimum supplied resolution 300dpi.

## Fonts:

**PostScript fonts:** A type of font that uses screen(suitcase) fonts and printer fonts.

**Screen fonts:** data used by your computer to properly render fonts on screen.

**Suitcase:** suitcases are special folders for screen fonts.

**Printer Fonts:** data used by your output device to properly image fonts.

**TrueType fonts:** Unlike PostScript fonts which consist of separate files for screen and printing, TrueType fonts come packed in a single suitcase. They do not require printer fonts.

## PRINTER FONT ICONS

Each manufacturer of fonts has a different icon.

These are generally named the same as the suitcase with minor abbreviation changes.

Printer fonts are generally listed below the suitcase in your fonts folder.

## SCREEN FONT ICONS (SUITCASES)

Difference in TrueType and PostScript is the icon inside as shown below suitcase



Amelia



Humanst531 Blk BT



ArchiRomV



FrencScrMT



FrancV



AmeliBTReg



Amelia BT 24



Humanst531 Blk BT



ArialNar



BicklScrPla



FuturBolDTC



ChevaStrDCD

## POSTSCRIPT

## TRUETYPE



LibreSanSerLigSSiLig



AGarSemIta