



**Berryville Graphics,  
Coral Graphics &  
Offset Paperback Manufacturers**

***File Creation Standards***

*June 20, 2011*

*part of*



**[www.arvatoprintusa.com](http://www.arvatoprintusa.com)**

Berryville Graphics, Inc.

25 Jack Enders Blvd.  
Berryville, Virginia 22611  
(540) 955-2750  
FAX (540) 955-2633

Coral Graphics Services, Inc.

840 South Broadway  
Hicksville, New York 11801  
(516) 576-2100  
(212) 874-6060  
FAX (516) 576-2153

160 Industrial Drive  
Winchester, Virginia 22602  
(540) 869-0500  
FAX (540) 869-8025

Offset Paperback Manufacturers, Inc.

101 Memorial Highway  
(Route 309 N.)  
P.O. Box N  
Dallas, Pennsylvania 18612  
(570) 675-5261  
FAX (570) 674-9331

4700 Commerce Crossing Drive  
Louisville, Kentucky 40229  
(502) 962-5466  
FAX (502) 962-9023

In this Guide, you'll find industry standards along with our own company standards. We'll explain the types of files to send, how to send them, corrections, fonts, images, and what we will need in the way of supporting material.

It is our goal to make the imaging of your job as smooth and worry-free as possible. We are always ready to answer your questions and we'll be happy to help you solve any problems as you prepare your job for final output. Your Berryville Graphics', Coral Graphics' or Offset Paperback Manufacturers' customer service representative will help you get answers to your questions.

Please visit our web site at **[www.arvatoprintusa.com](http://www.arvatoprintusa.com)** to download the presets, print styles and distiller settings needed to produce your final pdf's. Simply select the download that corresponds to your application being used to create your documents. Once the download is complete, "de-compress" the archive file and follow the instructions in the accompanying manual.

## **PDF Files**

We recommend exporting PDF's directly out of InDesign, and exporting PDF's directly out of Quark, version 7 and higher. In Quark 6, printing to Postscript is recommended over any exporting. Of course, any Postscript should be distilled in Acrobat Distiller. Please take into account when writing postscript, flattening of the file occurs.

Any transparency included in the document can have negative results when flattened, distilled, and later processed. If transparency or drop shadows must be used, we suggest building the document in InDesign, or Quark version 8.1 or higher, (native transparency is supported starting in version 8.1), and then exporting to a PDF using our presets. (Please refer to our "Creating PDFs" document).

They should be composite color, not separated.

PDF files should be supplied as a multi-page file in single pages, (not spreads).

Please include all blank pages.

All fonts and images should be embedded into the PDF. OPI will not be supported.

## **Application Files, (QuarkXPress or InDesign)**

Please build your document to trim size, including any bleeds and blank pages.

Layouts will be provided to follow.

To be accompanied by all images and graphics, high resolution in eps or tiff format.

Include all fonts used in the job, both printer and screen fonts.

Please include any "plug-ins" or "Xtensions" used in InDesign or Quark if they are required for output and not included in the standard software installation.

All should be compressed into a .sit or .zip archive before transmission.

For One Color Text, all text and vector graphics should be Black, all continuous tone images/graphics should be grayscale. Please note that, if the job is to be a single Pantone/PMS color, all text and vector graphics should be the specific color, all continuous tone images/graphics should be in monotone of the specific color.

## **Decoration Files, Foils and Spot UV's**

Please build all decoration files as a spot color on a separate layer if exporting as a pdf from InDesign, and as a spot color on another page in the document if using Quark. Do not apply any trapping, this will be done if needed at output.

## **Color Spaces**

CMYK, Grayscale, and Spot colors are acceptable. Please avoid the use of RGB, LAB, CalGray, CalRGB, ICC, and Index Colors.

Spot colors need to be chosen from your Pantone Library in your application, using the correct naming. For proofing purposes, the Spot color on our proofs will be represented by a colored overlay. On press, the spot color ink will match the color swatch you choose.

## **Halftones/Images**

Halftones and color images should be scanned at a resolution to arrive at a minimum of 300 dpi after any resizing in the publishing application.

Halftones will need to have as much detail in the mid through 3/4 tones as possible.

OPM requires a 5% highlight dot and a maximum of 80% shadow dot for black and white text, and a 2% highlight dot and a maximum of 90% shadow dot for color work. If the background is to be dropout white, then highlight should be set to 0%.

BVG requires a dot range of 2% to 96% for both.

All line work should have a minimum of 1200 dpi at final size.

## **Fonts**

Fonts have come a long way in the past few years. Our systems can handle practically any font type available. But there are still some specifics.

Please avoid using Postscript Type 3 and Multiple Master fonts.

Also, do not use any font styling options, use the appropriate font. If a standard Roman typeface needs to be italicized, apply the italic font to it and do not "stylize" it from the menu.

Fonts used in eps files should have the fonts embedded or converted to outlines.

Please supply all fonts used in the document. When supplying PDFs, embed all fonts, do not subset.

## **Photoshop**

When sending in image files for color work, please do not flatten them.

If there are any text layers, please supply the appropriate fonts with the image file.

This will help us to create any decoration files needed, such as spot UV's or foils, and also aid in any color corrections deemed necessary.

Please do not exceed a total ink density of 320%.

When supplying PDFs, include all images. OPI is not supported.

## **Rich Black**

Any large areas of Rich Black should have a build of 100K + 40C + 30M + 30Y.

Again, please do not exceed a total ink density of 320%.

## **Bleeds**

Bleed images should extend 1/8" beyond trim on all sides

When building Text, no Foot bleeds on 9 1/4" trim for BVG. (Gap Pages).

Please contact your OPM CSR for Gap pages that cannot bleed.

When building Text for OPM, no solid bleeds for face and gutter on grain long, 7 1/2" trim, screened maps, artwork and type are OK.

## Non-Bleed Elements

(BVG & CORAL), Any text or graphic elements, which are not meant to bleed, should be a minimum of 1/4" inside of final trim.

(OPM), Any text or graphic elements, which are not meant to bleed, should be a minimum of 5/16" inside of final trim for black & white text, and 1/4" for color work.

## Margins for Text Pages

Head and gutter margins must be specified. If margins are not specified the copy will be centered on the page.

## Trapping

Please do not apply any trapping to your documents. We have always believed that trapping is the responsibility of the printer. By default, our systems are set to delete and retrap any documents with 2 or more colors. Please advise us of any supplied files that are already trapped and we will do our best to respect their settings.

## Barcodes

Barcodes should be a solid, 100% color, preferably Black.

## Acceptable Media

CD, DVD

Clearly label all disks with your name and the name of the job.

## Supporting Material

We require a "layout" outlining all front matter, back matter, body text, and any blank pages.

Example:	Pg. 1	Intro	
	Pg.2	Blank	
	Pg.3	Title	
	Pg.4	CR	
	Pg.5	Dear Teacher	
	Pg.6	Dedication	
	Pg.7	Dear Reader	
	Pg.8	Blank	
	Pgs.9-350	Body Text	
	Pg.351	A Letter to Our Readers	
	Pg.352	Heartsong AD	
	Blank Pages within Body Text		42, 108, 214, 292

Color work requires an approved supplied proof at 100% suitable for matching color on press. One can be requested at an additional charge if unavailable.

## Web Press Printing Limitations

Titles containing any of the following design elements will be rejected for printing, due to the limitations of the web press printing process.

- *Rule smaller than .25 pt., rule in reverse (knocked out) smaller than 1 pt.*
- *Screened rules smaller than .5 pt.*
- *Reversed type smaller than 12 pt.*
- *Foot bleeds on 9 1/4" trim. (BVG Gap Pages).*
- *Please contact your OPM CSR for Gap pages that cannot bleed.*
- *Display type screened at less than 5%.*

## File Transmission

Using Fetch, WS\_FTP, or similar FTP Transmission Software

*Berryville Graphics FTP Site:*

Please contact your Customer Service Representative.

*Coral Graphics FTP Site:*

Please contact your Customer Service Representative.

*Offset Paperback Manufacturers FTP Site:*

Host Name / Address	216.37.217.90
User ID (Case Sensitive)	OPM
Password (Case Sensitive)	PREFLIGHT

*InSite Prepress Web Portal:*

InSite is a web portal that allows our Customers to work with print jobs over the internet in real time, and is available at BVG, Coral and OPM. Please ask your Customer Service Representative for more information.

## Additional Costs

Corrections

A laser proof must be supplied with the corrections highlighted of any revised files received.

Please name the revised file in such a manner to easily identify it.

We can make minor textual changes to application files if the job has been created with QuarkXPress or InDesign, and minor changes to PDF files, if possible.

Laser proofs of any requested changes must be approved prior to imaging.

You will be quoted an additional charge if you ask us to make changes in your files.

Color Corrections can be made when requested and require the output of an additional color proof to be approved prior to imaging, also at an additional charge.