

Winston Packaging File Submission Guidelines

Effective 7/1/10

Our prepress department accepts files saved in the normal desktop publishing software programs, ie. Illustrator, Freehand, InDesign, QuarkXpress, Photoshop, and Acrobat. Our preference is an Illustrator file or a high resolution PDF. We also request that a hard proof or viewing-resolution PDF of the finished artwork be submitted with the file. Please follow the guidelines below when creating and setting up your file for submission.

1st Preference: PDF

The file should be a finished, approved document needing no alterations if possible. The file submitted to Winston Packaging should have fonts converted to outlines. The document should be in CMYK color space, and the Document Raster Effects should be set as follows: Resolution: High (300 ppi), Background: Transparent, Anti-alias selected and “Preserve spot colors when possible” selected if applicable.

These settings should ideally be made prior to use of effects such as a Drop Shadow, as these effects will change in appearance if the resolution is changed afterwards. Any placed artwork/images should be CMYK, except where 1-bit TIFF files are used as patterns or in the case of Mono/Duo/Tritones or multichannel files. In cases where spot colors are used, please assure that they are named the same as the colors in the final document (e.g. - ***NOT*** Pantone 300 C in Photoshop and then Pantone 300 CVC in Illustrator). Images should be 300 dpi and embedded in the document.

Ideally the swatch palette should be clear of any colors except those used in the document, and verified as to whether they are set as spot colors or process – whichever is applicable to the document. Spot colors should have the color mode changed from “Book Color” to CMYK and the color type left as Spot. For proofing purposes, our proofers recognize PMS colors named as Pantone (the #) CV., no matter what the actual palette name is (i.e. - Pantone 300 C has to be named Pantone 300 CV). This of course doesn’t affect the final output, as it is determined by the ink itself. If a dieline is placed in the file, the swatch should actually be named “dieline”, for the same reason (the proofer recognizes that name).

The file should then be saved in PDF format, using the “Press Quality” setting. Layers can be flattened if desired, but it is also beneficial to have the dieline left on a separate layer if possible. Fonts need not be embedded since they were converted to outlines.

2nd Preference: EPS

The same guidelines should be followed as above, with settings in the save dialog set as whatever version software is used, transparency setting on high resolution, preserve overprints, and embed fonts unchecked.

3rd Preference: Native file

If a native file is sent, the same guidelines as above are applicable except images/artwork should ***NOT*** be embedded and fonts ***NOT CONVERTED*** to outlines. These items ***MUST*** be included with the file. The advantage to submitting the file in this fashion is that our prepress department will be able to make type or color adjustments at the request of the customer.

Your adherence to these guidelines will assist us in expediting a correct, quality proof and finished product to you.

Thank you for your cooperation,
The Prepress Department, Winston Packaging

Any additional information or questions please contact Dan Tingler at 336-896-7654 or dtingler@winstonpackaging.com.