

[electronic guidelines]

NATIVE APPLICATIONS

We accept files created in the following native applications:

Preferred Method

Acrobat PDF®	Mac and PC
QuarkXPress®	Mac and PC
Adobe® InDesign®	Mac and PC
Adobe® Photoshop®	Mac and PC
Adobe® Illustrator®	Mac and PC
CorelDRAW®	PC only

We do not accept files created in the following native applications:

PowerPoint®	Mac and PC
Excel®	Mac and PC
Word®	Mac and PC
Publisher®	Mac and PC

APPLICATION REQUIREMENTS

PDFs — Macintosh or IBM Compatible

1. All fonts must be embedded.
2. All elements of the file must be colored per our guidelines.
3. All placed graphics and images need to be high-quality, colored according to our guidelines (on reverse) for the product ordered. Whenever possible, place vector images into the layout before converting to a PDF. Please be aware that when changes need to be made to placed images (coloring, mode, etc.), there is the possibility of the quality being compromised.
4. Please name the PDFs you send without punctuation of any kind (except .pdf), and keep the file names short.

QuarkXPress®

1. **IBM Compatible:** When selecting fonts, you must use only the selected fonts owned by Navitor™, as listed in the Typestyles section. If you are using fonts not owned by Navitor, outlines must be created in an illustration program before placing into your QuarkXPress® document.
2. Never use the style palette to modify fonts. It will not hold when printed.
3. Along with your file sent for placement, we need the supporting graphic file(s) given the same name as the graphic(s) in your document. (Changing the name after placement will make the graphic come up as “missing” or “modified” when read by our imagesetters.) Place graphics at 100%. Placed graphics need to be high-quality or good vector art to receive the best quality printed product.
4. Color all text and graphics according to the enclosed color specifications (on reverse) for the type of product you are ordering.

Adobe® InDesign® — Macintosh or IBM Compatible

1. Change all text into “outlines” in your document.
2. If you are using an imported graphic in your InDesign® document, be sure to include or embed the original graphic file. Place graphics at 100%. Placed graphics need to be high-quality or good vector art to receive the best quality printed product.
3. Save as an INDD file.
4. Color all text and graphics according to the enclosed color specifications (on reverse) for the type of product you are ordering.

Adobe® Photoshop®

1. Files must be saved as a TIFF without compression.
2. Do not color an image in Photoshop® (for spot printing).
3. Please submit black and white bitmap images at 600 dpi and grayscale images at 600 dpi for standard spot printing. For full color printing or Multicolor inks, CMYK images need to be submitted at 600 dpi. Images that come to Navitor at a lower quality than what is recommended will be output as sent.
4. Color all text and graphics according to the enclosed color specifications (on reverse) for the type of product you are ordering.
5. All files need to be submitted at the size being used for printing.
6. If bleeds are needed, allow 1/8" (.125") on all sides.

Adobe® Illustrator® — Macintosh or IBM Compatible

1. Change all text into “outlines” in your document.
2. If you are using an imported graphic in your Illustrator® document, be sure to include or embed the original graphic file. Place graphics at 100%. Placed graphics need to be high-quality or good vector art to receive the best quality printed product.
3. Save the file as an Illustrator EPS.
4. Color all text and graphics according to the enclosed color specifications (on reverse) for the type of product you are ordering.

CorelDRAW® — (native files version 12 and lower)

1. We do not recommend this application for full color layouts.
2. If CorelDraw is used for full color layouts, we cannot guarantee that colors for full color products will match what is seen on screen. You will be responsible for any color issues if native CorelDraw file is sent.
3. Follow established guidelines for all graphics. Placed graphics need to be colored correctly for the product ordered (on reverse). Placed graphics need to be high-quality or good vector art to receive the best quality printed product.
4. Create outlines (text to curves) all type within a native CorelDRAW file.
5. If there are text overflow issues, Navitor may need to resize or reposition text to fit the imprint area.

CorelDRAW® — (exported files)

1. Export as an AI or PDF file.
2. Exported files for full color orders should be opened and viewed before submitting to Navitor to make sure that no color changes have occurred during the export process.
3. Follow established guidelines for all graphics. Placed graphics need to be colored correctly for the product ordered (at right). Placed graphics need to be high-quality or good vector art to receive the best quality printed product.
4. Select the "text to curves" option to eliminate font information from your file.

CREATING YOUR FILES

Create one item sized correctly per document. (Placed graphics and text should be sized at 100%.)

Fonts:

Using your illustration program, convert all text "to curves" or "create outlines" in your files. Never use the stylization palette to bold, italicize, add drop shadow to or put outline on your fonts. If you are using fonts not owned by Navitor, outlines must be created in an illustration program before submitting your artwork.

Margin Requirements:

Spot Color printing (one or more spot colors):

1. Business cards must be sent 1-up with at least a 1/8" (.125") margin.
2. Envelopes must allow 1/4" (.25") from the top and side.
3. Letterheads must have at least 3/8" (.375") at the top and 1/4" (.25") along all sides and bottom.
4. Presentation folders must have the position noted in the special instructions, or a sample must be attached.

Full Color process printing:

1. Business cards should have at least 1/8" (.125") margins.
2. Postcards need at least 1/4" (.25") margins.
3. Sales sheets, flyers and brochures require at least 1/4" (.25") margin for the text or other image that doesn't bleed on all sides. If a bleed is wanted, the text still needs to be 1/4" (.25") away from the edge.

Bleed Requirements:

1. 1/8" (.125") should be allowed on all sides. Please make sure the text still maintains the required margin even when graphics bleed.
2. Bleeds are not available on full color letterhead and envelopes without a quote.

Color Requirements:

Navitor now has a new "Accurate Color" system. To our channel partners- you can now send your files colored the intended PMS color versus having to color it CMYK. Every effort will be made to print your intended color within acceptable standards.

Spot Color Printing:

1. Please submit black and white bitmap images at 600 dpi and grayscale images at 600 dpi for standard spot printing.

Full Color Process Printing:

1. Every element of the file must be colored with process CMYK colors (no RGB, indexed color, etc.).
2. If RGB or other non-CMYK colors are used in your files, the necessary conversion to CMYK will change the appearance of the colors when we print, sometimes dramatically.
3. Pantone® colors - While we are often able to closely reproduce a spot PMS® ink using full color process, PMS® spot colors and process colors are produced using different methods. Therefore, colors produced in full color will differ from Pantone® spot colors, sometimes significantly. Please refer to a Solid to Process Color Imaging Guide for color conversions.

Multicolor Printing:

1. Every element of the file must be colored according to the Multicolor color mix chart or it may be necessary for us to question the color correctness, which would delay your order.
2. Screens, halftones and photos are not recommended; low screen percentages will affect raised appearance.
3. If the CMYK mixes used in your file do not match the Multicolor numbers chosen, we will use the file as is and print as a "CMYK Scan" with no guarantees.

PRINTING BLACK VS. BLACK FOR FULL COLOR AND MULTICOLOR ORDERS:

To ensure the best possible results for your order it is important to understand when to use printing black (C-80%, M-80%, Y-80%, K-95%). Use printing black instead of 100% black when in registration with other colors, in areas with heavy ink coverage, and for bold type or lines (2.5 points or thicker). Use 100% black in all other instances. If the CMYK mixes used in your file do not match the Multicolor numbers chosen, we will use the file as is and print as a 'CMYK Scan' with no guarantees.

HOW TO COLOR YOUR FILES FOR SPOT COLOR PRINTING**One Color Imprint:**

If ink colors desired are:	Use these colors:
Black	Black
Red	Red
Light Blue	Light Blue
Brown	Brown
Green	Green
Burgundy	Burgundy
Gray	Gray
Dark Blue	Dark Blue
Teal	Teal
PMS Ink	NEW- Navitor now has a new "Accurate Color" system. To our channel partners- you can now send your files colored the intended PMS color versus having to color it CMYK. Every effort will be made to print your intended color within acceptable standards.

Any color not shown
Any foil or embossing

Black
Conversion (crucial for die ordering)

Multi-Color Imprint:

If ink color desired is:	Use this color:
Black & Light Blue	Black & Light Blue
Dark Blue & Red	Dark Blue & Red
Black & Red	Black & Red
Black & Brown	Black & Brown
Black & Dark Blue	Black & Dark Blue
Light Blue & Red	Light Blue & Red
Black & Burgundy	Black & Burgundy
Any 2 std. not shown	The Actual Color
Black & 1 PMS Ink	Color Spot Pantone Colors*
2 PMS Inks	Spot Pantone Colors*
1 Standard & 1 PMS	Standard Color & Spot Pantone Colors*
Black & Foil	Black & Conversion
Black & Embossing	Black & Conversion

* When using a Spot Pantone® Color in your file, it needs to be named and colored the actual Pantone® name and number being used to print your order.

— Important! Please indicate your color separations on your order blank —

SUBMITTING YOUR FILES

1. Once your files have been set up according to these guidelines, give them to your business partner to submit to Navitor.
2. We can accept your files on 3.5" floppy disks, 100MB Zip disks, CD-Rs, DVDs or on-line at Navitor.com.
3. DO NOT send us the only copy of your file. The disk or file could possibly be lost or damaged going through the mail. A copy of the original is preferred.

Please visit Navitor.com for further information on submitting files.