OAKCREEK
printing & mailing

Technical and Design Guidelines

Hardware
- PC Platform
- Macintosh Platform
- CDs
- DVDs

Software
- Adobe Photoshop CS5
- Adobe Illustrator CS5
- Adobe Acrobat CS5
- Adobe InDesign CS5

Preferred Formats
Acrobat PDF files with embedded postscript fonts
- Before the distilling process, make sure that the original document colors are edited to CMYK
- Please distill color documents as a composite file rather then separations

Color
- For black and white and grayscale ads, blacks should be 100% black and not registration black.
- Edit ALL colors for CMYK output
- Change Duotone, RGB and Pantones to CMYK.
  - *This includes the InDesign document, all Illustrator artwork, and all photos.*

Fonts
- We are licensed for the Adobe Postscript Type Library for PC & Mac
- We are unable to image non-Adobe fonts for TrueType fonts
  - *This includes fonts used in documents and EPS images*
- If sending native document, include both screen & printer fonts
  as well as Suitecase & Postscript fonts.
  - *Fonts must also be included for any EPS image that was created using specific fonts*
  - *The omission of these fonts will cause outputting problems.*

Photos
- We suggest 85 line screen at 170 DPI and we output at 1016 DPI
- For grayscale and CMYK EPS images, use elliptical dot,
  85 line screen, highpoint 4%, blackeast area 74%.
- Scan artwork at double the output screen.
  - *For example, for 85 line screen output, the scan resolution should be 170 line screen.*
    Note: *EPS images should be saved with same line screen setting as the desired line screen used for output. Please size and crop image correctly for the size it will be used at the correct DPI.*
- Photos or artwork downloaded from internet files at 72 DPI are not recommended.