



**indigo**

**FILE PREP GUIDE**

**PANTONE CHARTS**

**CMYK CHARTS**

**CrossTech**  
COMMUNICATIONS INC

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# Introduction

CrossTech Communications has acquired the HP Indigo 3000 Digital Offset Printing Press, the latest offering from the leaders in digital offset printing systems. Now you can call CrossTech for 4-color offset printing in low quantities on a variety of papers, coated or uncoated, gloss, smooth or textured, text or cover weight—even on other, non-paper substrates like clear mylar. At prices that make it amazingly practical.



## Another tool for competitive advantage from Indigo and CrossTech

We don't have to tell you that the marketplace is more dynamic and competitive than ever. CrossTech's digital printing capability adds a valuable tool to your arsenal to get that marketing edge you're always looking for. Indigo's variable data capabilities enable you to produce one-to-one marketing materials—customize names, copy, even images for each and every person that receives them.

## The Indigo process is ideal for:

- Direct mail
- Brochures
- Presentation materials
- Proposals

## CrossTech: a valuable resource for over 20 years

Since 1981, CrossTech has built a reputation for expertise and service excellence in one of the most demanding industries in the business world—graphic services.

We've evolved with our customers as we met their needs throughout our history. In the beginning, as The Typesmiths, we were one of the leading typographers in the nation. But as technology changed, so did our customers and we became CrossTech. Today, we offer a full-range of graphics services to clients of all types and sizes. Indigo and our in-house finishing services complete the offering.

## Call Us Today

With CrossTech and HP Indigo, you can have it all: service excellence and technical expertise coupled with leading-edge technology. Call to see samples and discuss the many ways this technology can put you ahead of the pack.

## Maximum Image Area & Press Sheet

The HP Indigo 3000 Digital Offset Press has a maximum sheet size of 12" x 18". The maximum live image area is 11.6" x 17.2". When building pages, build pages to the final trim size with bleed extending off the page edge. CrossTech will "impose" the job as necessary to achieve optimum sheet coverage and layout for finishing.

## Available Stocks

As with most offset presses, the HP Indigo 3000 Digital Offset Press can accommodate a wide variety of stocks and substrates. Generally, stocks up to 14 pt run efficiently. Please contact our customer service department or your CrossTech sales rep for more information on stock availability.

## House Stocks

CrossTech uses the following as "house" stocks:

<b>Stock</b>	<b>Weight</b>	<b>Bright</b>	<b>Quality</b>
<i>Coated:</i>			
Porcelain Gloss Cover	100#	91.5	#1
Porcelain Gloss Cover	80#	91.5	#1
Porcelain Gloss Text	100#	91.5	#1
Porcelain Gloss Text	80#	91.5	#1
<i>Uncoated:</i>			
Cougar Opaque Cover	100#	94	#1
Cougar Opaque Text	100#	94	#1
<i>Dull Coated:</i>			
Opus Dull Cover	100#	87.5	#2
Opus Dull Text	100#	87.5	#2

## Image Formats

Images may be saved in almost any format but EPS and TIFF work the best. Where possible, save images as EPS files with JPEG Maximum Quality encoding. Color images must be saved as CMYK (not RGB). Photoshop Duotones, Tritones or Quadtones must be converted to CMYK. Do not save files using DCS. If you have EPS images using DCS, resave the images as composite EPS files with JPEG Maximum Quality encoding.

## Resolution

The HP Indigo 3000 Digital Offset Press images at a resolution of 812 dpi. Minimum image resolution is 300 dpi for continuous tone and 800 dpi for line art (at finished size). The HP Indigo 3000 Digital Offset Press typically runs screens at 144 lpi.

## Applications

CrossTech can handle nearly any Mac-based graphic application, including: QuarkXPress, Adobe Illustrator, Adobe Photoshop, Macromedia FreeHand, Adobe PageMaker, Microsoft PowerPoint. PC-based applications should be saved as PostScript files with fonts embedded.

### PDF

PDF files can also be accepted. It is important to remember the following when creating PDFs:

- Use the Acrobat Distiller to create PDFs from PostScript files.
- Embed all font information within the PDF.
- Ensure that all images are at or above the minimum resolution (300 dpi, don't downsample).
- Images are in CMYK (not RGB).

### Colors

CrossTech's HP Indigo 3000 Digital Offset Press prints using 4-color process. The press does not run "spot" colors.

### Media

Acceptable media include: 100 mb Zip Disks, CDs, 1 gb Jaz Disks. Files may also be sent via email or FTP. Please contact our customer service department for additional information.

### Fonts, Graphics & Laser Proofs

Remember to include all fonts and linked graphics. Programs such as FlightCheck can make this process extremely easy and reliable. Please include laser proofs (indicate if proofs are reduced) and a directory printout from the disk.



### Rich Black

Pages using large areas of solid black should utilize a "rich black" for optimal results. To create a rich black, use the following process values: 60%C, 40%M, 20%Y, 100%K.

### Bleed

Standard bleed of 1/8" is required for all bleed edges.

### Standard Production Flow & Turnaround

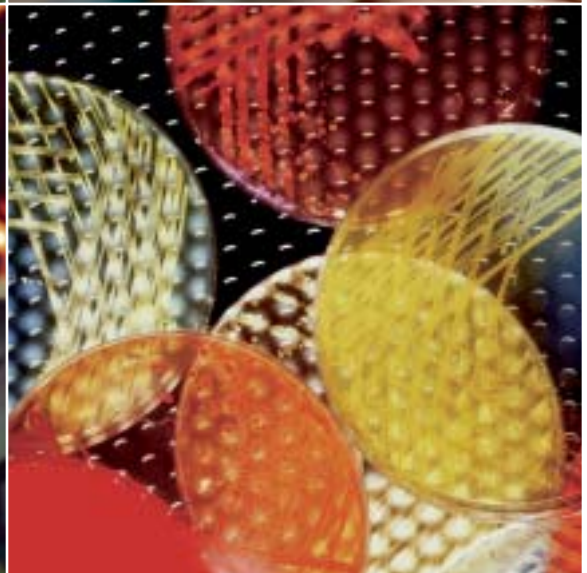
All jobs being printed on the HP Indigo 3000 Digital Offset Press require a client approved "proof" prior to the actual printing of the project. Upon arrival of your project at our location, CrossTech will generate a proof (directly from the HP Indigo 3000 Digital Offset Press) of your project for your approval. Typically, this proof will be delivered the next business morning.

Upon receipt of your approval, we will schedule your project into our pressroom. In most cases, we

should be on press the same day that we receive your approval. Upon completion of the print run, your project will be sent to finishing.

Stock availability, run length, and finishing may all affect the turnaround time.

# Image Samples





# Image Samples



# Pantone Color Charts

The following pages contain swatches simulating the Pantone process color chips. These swatches have been produced with screen tints of the CMYK process colors and printed on CrossTech's HP Indigo 3000 Digital Offset Press. By selecting a color from these charts, you can be assured that the color you select will closely match the color shown on the following pages. Please keep in mind that the stock selection will have an impact on color accuracy.



One of our greatest concerns is achieving the results you expect. Many times a file will be prepared with Pantone colors which were selected from the Pantone Spot Color guide. These colors were achieved through the mixing of special inks to create the exact spot color desired. The HP Indigo 3000 Digital Offset Press uses a

combination of Cyan, Magenta, Yellow and Black inks (process colors) to achieve a wide variety of colors. Through the use of varying size dots of the four process colors, the appearance of different colors is achieved.

The CMYK color gamut is much smaller than that which may be achieved through ink mixing, therefore not all colors can be exactly simulated on the HP Indigo 3000 Digital Offset Press (or in any process color printing environment). The best way to specify color for the Indigo is to use the color chips which follow.



If you have any questions, please contact CrossTech's customer service department or your sales representative at 312-382-0111.