

# Digital Proof Guidelines for Offset and Gravure

For maximum print quality, Quad recommends that digital color proofs of final composite files be submitted for each page. These proofs must be made from the final page files. Proofs that comply with industry standards ensure that we can reliably and confidently reproduce a quality visual match with your images on press. Pages supplied without contract proofs will be printed using industry standard practices for color reproduction on press.

## PROOF STANDARDS

Quad supports industry standard color characterizations for prepress proofing: The GRACoL\_SWOP\_13 Specifications can be downloaded at [www.idealliance.org/swop](http://www.idealliance.org/swop). Other guidelines, specifications, and information can also be obtained from the [Idealliance.org](http://Idealliance.org) website.

Our standard operating procedure is to verify compliance to the respective standard BEFORE prepress work begins because accurate color reproduction may NOT be achievable on press if proofs are not made to the correct specification.

When using non-Quad hard copy contract proofing, we request that clients submit a QuadCal\_Visualizer.tif and the QuadChart.tif (both available at <https://www.quad.com/prepress-tools/>) on the proofing format and stock that represents live prepress production. This allows our prepress experts to numerically and visually assess correlation to industry standards and Quad press color capabilities. With this information, we are able to understand and predict the degree of success our press room will have matching the supplied proof. We will provide a Proof Report showing a proof's compliance to the SWOP/IDE-Alliance 2006+ Certified Proofing Systems and/or characterization data.

## OTHER GUIDELINES

To ensure that color decisions during prepress production are based on accurate representations of the contents of electronic files, please follow these general guidelines:

- First-time clients should provide materials as soon as possible before the press date so we can analyze and verify proof compliance against its standard. The prep provider may need extra time if adjustments are necessary for compliance.
- If your job contains spot colors, contact your Quad ISR to submit test files prior to actual production.
- Late changes require resubmission of final composite files and laser proofs. If this is not possible, please contact your Quad/Imaging ISR to discuss alternatives, pricing, etc.
- Supplied contract proofs should be produced on a substrate visually similar to the production stock. Failure to do so may result in inaccurate measurement verification and color reproduction issues on press.
- Waiving contract proofs means we will run press reproduction in accordance to the accepted quality print parameters used within the Commercial printing industry. These print parameters are defined by Density, Dot Gain, Trap and Print Contrast.
- Digital color proofs must be accompanied by a label sheet specifying the type of proofing device used, the appropriate file identification, and the name and phone number of a contact person.

NOTE: If you need support setting up your proofing device with the downloaded specs, please consult with your proof RIP manufacturer. If the Proof Report indicates non-compliance of a submitted proof, please refer to the Quad Proof Report User Guide on [quad.com](http://quad.com) to assist in understanding the report information and aid troubleshooting. The User Guide is located at <https://www.quad.com/prepress-tools/>

See how we can help.

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