

Attachment D – Additional Guidelines and Specifications for Producing Unigrids and Other NPS Publications – January 20, 2010

The contractor shall perform all work on Unigrid brochures in accordance with the following specifications. Other publication work will also be based on these specifications with specific requirements identified in the task order.

1. Image File Types and Locations (For Unigrid brochures and other publications as specified by individual task order)

All linked image files regardless of type shall be saved in the XXXX_Links_Sx folder for the appropriate side (Sx) or page (Px) of the brochure or other publication. **Linked image files** shall be as follows:

- A. Original file (XXXX_01_orig.psd) – if no alterations (including scaling). These shall be TIFF or PSD and shall be renamed duplicates of the original.
- B. Work file (XXXX_01_work.psd) – if it is not complex, though several adjustment layers are OK. These shall be PSD files.
- C. Final file (XXXX_01_final.psd) – the result of a complex work file that has been flattened. These shall be TIFF or PSD files.
- D. Map File – (XXXX_01flat.ai or XXXX_01flat.psd) – layers and transparency flattened. Contact the COR for specific flattening information.
- E. Contractor created Illustrator files (XXXX_01_flat.ai) – layers and transparency flattened. Contact the COR for specific flattening information.

The following information shall also be included:

- F. Original image files not linked to a layout shall be saved in their unaltered state with the original file name, size, file type, and profile, in the folder XXXX_Original. These are not segregated by brochure side or page, and they are not linked to a layout.

If linked to the layout they shall be duplicated and renamed per the following conventions and the linked file shall be saved in the links folder for the appropriate brochure side or page (XXXX_Links_Sx or XXXX_Links_Px).

- G. Work files that are linked to the layout shall also be saved to the links folder for the appropriate side. Work files shall be at the final use size and resolution, and in the appropriate color working space.

Complex work files that have produced flattened final files to be linked shall be saved to the work files folder (XXXX_Work). These are not segregated by brochure side.

- H. Contractor created Adobe Illustrator files shall follow the naming convention for raster files. The flattened file shall be linked to the layout and saved to the appropriate links folder. The layered work file shall be saved with layers intact in editable form to the work files folder (XXXX_Work) and shall be a deliverable item under this contract.

Do not JPEG or otherwise compress high-resolution image files in any way.

All the above defined files, including the unaltered original files and work files, shall be returned to the COR as a deliverable before the project will be considered as complete.

2. **File Naming (Unigrid brochures and other work as specified in the individual task order)**

Specific file naming conventions shall be followed:

- XXXX indicates the official park acronym of the park or program for whom the work is being done.
- _S1 is side 1, S2 is side 2 (or _P1, P2, etc. for longer publications). Note that side 1 and 2 layouts are separate files.
- _01 (_02, _03, _10, _11, etc) is the position number of the image in the layout, numbered sequentially from left to right, top to bottom beginning on side 1. Position numbers for images for side 2 continue from side 1.
- _work is the layered working file.
- _final is the result of flattening a working file
- _orig is a duplicate of the original file when it is being used in the layout without alteration.

Examples:

InDesign layout files

XXXX_S1.indd

XXXX_S2.indd

Image files

XXXX_01_orig.psd

XXXX_01_work.psd

XXXX_01_final.psd

Map files named as supplied

3. **Folder Structure (Unigrid brochures and other work as specified in the individual task order)**

Specific folder structure and folder naming conventions shall be followed:

XXXX_LayoutFiles Contains the layout files.

XXXX_ImageFiles

Contains the following subfolders:

XXXX_Links_S1 (or P1, P2, etc. For longer publications) Contains the linked graphic files for S1.

XXXX_Links_S2 Contains the linked graphic files for S2.

XXXX_Work Contains the layered working files for both sides, but only for those files that were flattened before linking to the layout.

XXXX_Original Contains the original high-resolution graphic files bearing the original name and file type.

XXXX_FPO Contains the For Position Only graphic files

XXXX_Other Miscellaneous.

XXXX_Fonts Contains the required fonts.

4. **Adobe InDesign Templates for Unigrid Brochures**

For Unigrid brochures only, an Adobe InDesign layout file of the correct size will be provided to the designer near the beginning of the project once the size has been established. These templates contain the black bands, the embedded arrowhead, column options, layout guidelines, style sheets, established preferences, color settings, and transparency blend space settings. Also included in each template are fold guides and fold marks that must remain as part of the work.

Bleed allowances are 4 mm extending beyond the document trim size. Guidelines defining the bleed area are on the templates. Be certain that images that extend to the trim also fill the bleed allowance. Type or labels shall be no closer than 4 mm to the trim.

Included in each template is a formatted text box for the More Information section and the GPO Imprint (See part 5). These are on the clipboard to be dragged into the work.

Note that side one and side two shall be separate Adobe InDesign files. Vertical templates are symmetrical and shall be used for both sides.

Text

Create separate text boxes for running text columns and feature copy. Link only those with continuous reads. This allows flexibility in column lengths and for subsequent revisions. There are editing techniques that work only with separate but linked text boxes, but which will not work with a single text box that has been divided into columns.

All text boxes for caption copy stand alone. Import only the appropriate caption to the appropriate text box.

All picture boxes that are intended to have a hairline border print shall be specified as 0.36 point unless other instructions are provided in the task order.

5. **Stylesheets for Unigrid Brochures**

Paragraph stylesheets are incorporated into the Adobe InDesign template that will be supplied to the designer and shall be used to format all paragraph text. The contractor shall create additional paragraph and character styles as required.

Additional style information:

Hyphenation – Justifications standard:

- Auto-hyphenation enabled; smallest word to be hyphenated: 6 characters; minimum characters before hyphen: 2; minimum after: 3; break capitalized words; hyphenations in row: unlimited; hyphenation zone: 0; space - minimum: 100%; optimal: 100%; maximum: 150%; character - minimum: 0%; optimal: 0%; maximum: 15%; flush zone: 0; do not justify single word in a line.
- Display title type:
Frutiger 65 bold, 36 Point, white, track amount -4, alignment left.
If two lines are required Frutiger 65 bold 30/31 may be used, cap height 4mm from trim.
- Logo type (black title band near arrowhead): Frutiger 65 bold, 9/10 point, shows white, track amount -1.5, alignment left.

Section Title type options: Bold 18/20 point, shows white, black, or color build, track amount 0, alignment usually left.
- NPSRawlinson bold 16/18 point, shows white, black or color build, track amount 0, alignment usually left.

- NPSRawlinson bold 13/15 point, shows white, black, or color build, track amount 0, alignment usually left.
- Text column width options for the A and B formats, vertical orientation. These are defined on the InDesign templates.

A Format	B Format
six columns - 28.333 mm each	twelve columns - 29.6 mm each
five columns - 34.8 mm each	ten columns - 36.4 mm each
three columns - 60.667 mm each	six columns - 63.2 mm each
two columns - 93 mm each	four columns - 97.2 mm each
	three columns - 130.4 mm each

Gutter width for all formats is 4 mm.

Some text options for different column widths

Text 28.333 mm and 29.6 mm column-width (justified not recommended):

7.5/8.5 Frutiger 55 Roman, track amount 0.

Text 34.8 mm and 36.4 mm column-width (justified not recommended):

7.5/8.5 Frutiger 55 Roman, track amount 0.

Text 60.667 mm and 63.2 mm column-width:

8/10 NPS Rawlinson book, track amount 0.

8/10 NPS Rawlinson medium, track amount 0.

Text 93 mm and 97.2 mm column-width:

9/11 NPS Rawlinson bold, track amount 0.

8.5/10 NPS Rawlinson medium, track amount 0.

8/9 Frutiger 65 bold, track amount 0 (special applications only).

Text 130.4 mm column-width:

10/13 NPS Rawlinson bold, track amount 0

Additional recommendations

Photo and illustration captions:

8/9 Frutiger 55 Roman, track amount -1.

7/9 Frutiger 55 Roman, track amount 0.

Photo and illustration credits:

4 pt Frutiger 45 Roman, all caps, track amount 0.

Generally paragraphs are separated by one-line space, no indents.

6. **GPO Imprint on Unigrd Brochures**

Imprint numbers are contract specific. The contractor shall apply the GPO imprint placeholder text according to specifications in the individual task order or according to instructions from the COR. It shall appear in the layout files as:

GPO: 20xx--xxx-xxx/xxxxx Reprint 20xx.
Printed on recycled paper.

This occurs once, on one side only of each brochure. Normally this prints in black ink only on white paper. Fonts are Zaph Dingbats (Truetype) or ITC Zaph Dingbats medium (Type 1) 4 point over 5 for the open face star, and Adobe Frutiger 45 light or 55 roman for the balance, again 4 point over 5. The imprint shall be added to the layout prior to submission of printouts to the COR for the first review.

This configuration with the x's is correct. The x's are placeholder characters and will be replaced with the actual characters specific to a printing just before being RIPed. It exists on the supplied master in the pastboard and is the correct configuration. It can be simply dragged into the work. Reprint 20xx shall appear on all layouts, on side one or two, (even on new brochures) and will be removed prior to the first printing by the printer.

If the map side of the brochure has a large and complex map with shaded relief, put the GPO imprint on side one. Otherwise try to find a location for it on side 2.

The contractor shall return all government-furnished files and materials at this time.

7. **Trim Sizes**

Trim sizes for most work will be specified in the task order. Some publication sizes shall be determined early in the process, usually after an initial planning meeting or the site visit. The optimum format in this case will be determined by the Contracting Officer's Representative (COR) working with the contractor and park or administrative personnel.

Unigrd brochure formats and sizes are as shown below. Most often used formats are A4, A6, B4, and B6. Layout templates will be government-furnished Adobe InDesign files using metric measurements and incorporating paragraph styles.

These are called Unigrid Master Templates.

A3	297mm x 210mm	B3	297mm x 420mm
A4	396mm x 210mm	B4	396mm x 420mm
A5	495mm x 210mm	B5	495mm x 420mm
A6	594mm x 210mm	B6	594mm x 420mm
A8	792mm x 210mm		
A12	1188mm x 210mm		

8. **Color Management**

The design and production process shall be color managed using ICC (International Color Consortium) and ColorSync color management. US Prepress Defaults shall be the color settings for all Adobe applications used in the production of files under this contract unless otherwise specified in the task order. The U.S. Web Coated (SWOP) v2 profile shall be embedded in all CMYK files. Color printouts made for review by NPS shall emulate US Web Coated (SWOP) v2 through ICC color management. Viewing conditions shall confirm to the D50 standard for graphic arts. All color evaluations will be made in this environment.

9. **Image Color Space and Profiles**

Unless otherwise specified in the task order, all publications shall be printed using CMYK inks only.

The required image color space for most process image files is RGB in the Adobe 1998 RGB color space. On occasion images supplied for use from previous printings will be CMYK in the SWOP v2 color space. CMYK image files for which the original RGB file is not available shall not be converted back to RGB under normal circumstances and shall remain tagged with the SWOP v2 profile.

Adobe Photoshop duotones and spot color plates (Pantone, PMS) shall not be used except when the press run is using the same spot colors as ink or as specified in the individual task order.

Images that are to print as colored monochromes (quadtones, sepias, tinted grayscale, near neutral monochrome, duotone simulations, four color black and white) shall be CMYK files in the SWOP v2 color space with a full range black plate – not the typical skeleton black plate that a normal conversion to CMYK will make. An Adobe Photoshop action to accomplish this is available from the COR upon request.

All grayscale images shall have the 20 percent dot gain profile embedded.

The required resolution for image files under this contract is 400 pixels per inch (PPI) at the final use size.

10. **Image Editing**

Image files may be 16 bits per channel if an extreme change is required, or 8 bits per channel for most work. Only 8 bits per channel files shall be linked to a layout.

Work files shall be at the final use size and resolution, and shall have the appropriate Adobe RGB 1998, U.S. Web Coated (SWOP) v2, or Grayscale 20 percent Dot Gain profile embedded. These work files shall be supplied to the agency as a deliverable.

Image Montage assembly and most shadows shall be done in Adobe InDesign layout to facilitate easy adjustments. Preparation for assembly (masking) shall be done in Adobe Photoshop; while edge refinements (blur or feather) shall be accomplished in either Adobe Photoshop or Adobe InDesign. All masks and paths shall be saved as alpha channels or clipping paths in the Photoshop document in addition to being applied to a duplicate of the image layer if that is how they are used.

11. **Adobe InDesign Preferences**

(1) General

Defaults

(2) Type

- (a) Type Options: all checked
- (b) Drag and Drop Text Editing: Unchecked in Layout View
- (c) Text Links: Unchecked
- (d) Paste: Either

(3) Advanced Type

Defaults

(4) Composition

- (a) Highlight: Substituted Fonts and Glyphs
- (b) Text Wrap: All checked.

- (5) Units and Increments
 - (a) Origin: Page
 - (b) Horizontal and Vertical Measures: Millimeters
 - (c) Point/Pica Size: Postscript
 - (d) Keyboard Increments: Cursor 0.05 mm
 - (e) Size / Leading 0.25 pt
 - (f) Baseline shift 0.25 pt
 - (g) Kerning 5/1000 em

- (6) Grids
 - Defaults

- (7) Guides & Pasteboard
 - Defaults

- (8) Dictionary
 - Defaults

- (9) Spelling
 - Defaults

- (10) Autocorrect
 - Off

- (11) Display Performance
 - Default View: Typical.
 - Enable Anti-aliasing.
 - Greek Type below 4 pt.

- (12) Appearance of Blacks
 - Display, Print and Export all blacks accurately.
 - Overprint Black Swatch at 100%.

- (13) File Handling
 - Defaults

12. **Transparency Blend Space**

Adobe InDesign settings shall include a transparency blend space setting of document CMYK (SWOP v2). These settings can be accessed through the pull down menus: Edit/Transparency Blend Space/Selection.

When preparing RGB PDF files for presentation, a warning message will be shown if the transparency blend space is CMYK, and it is appropriate to change the transparency blend space to document RGB [Adobe RGB (1998)] temporarily until the PDF has been exported. This will help to preserve color fidelity, but only in an RGB-based PDF file.

Files shall be transferred via Universal-formatted CD-R, DVD-R, or via the Internet using File Transfer Protocol (FTP). Specifics will be included in individual task orders.