

# VISITOR GUIDES

## Editorial Submission Guidelines



# Welcome to another round of Visitor Guide design.

These guidelines should help answer most of your questions. If you have any additional concerns or need help with anything, please contact us.

We make every effort to streamline the process of composing the magazine. For that purpose, we provide a Page Map along with these specifications and helpful hints. In addition, you may download a Visitor Guide InDesign template. This ensures correct document dimensions and pagination.

DOWNLOAD AT [makeitmomentous.com/university-client-resources](https://makeitmomentous.com/university-client-resources)

Please make sure to follow the most recent Page Map. If you wish to move the position of any pages in the map, please contact me with a request as soon as possible. Page shifts are not guaranteed due to our contractual obligations with advertisers.

Likewise, as information is received from our sales department, we may need to add additional pages or change the page layout. Please have at least two pages of optional "evergreen" content available in case the folio increases. This content can be large campus shots with minimal copy, athletics schedules, promotional or historical material, a city overview, or even a fun crossword puzzle.

I look forward to working with you!

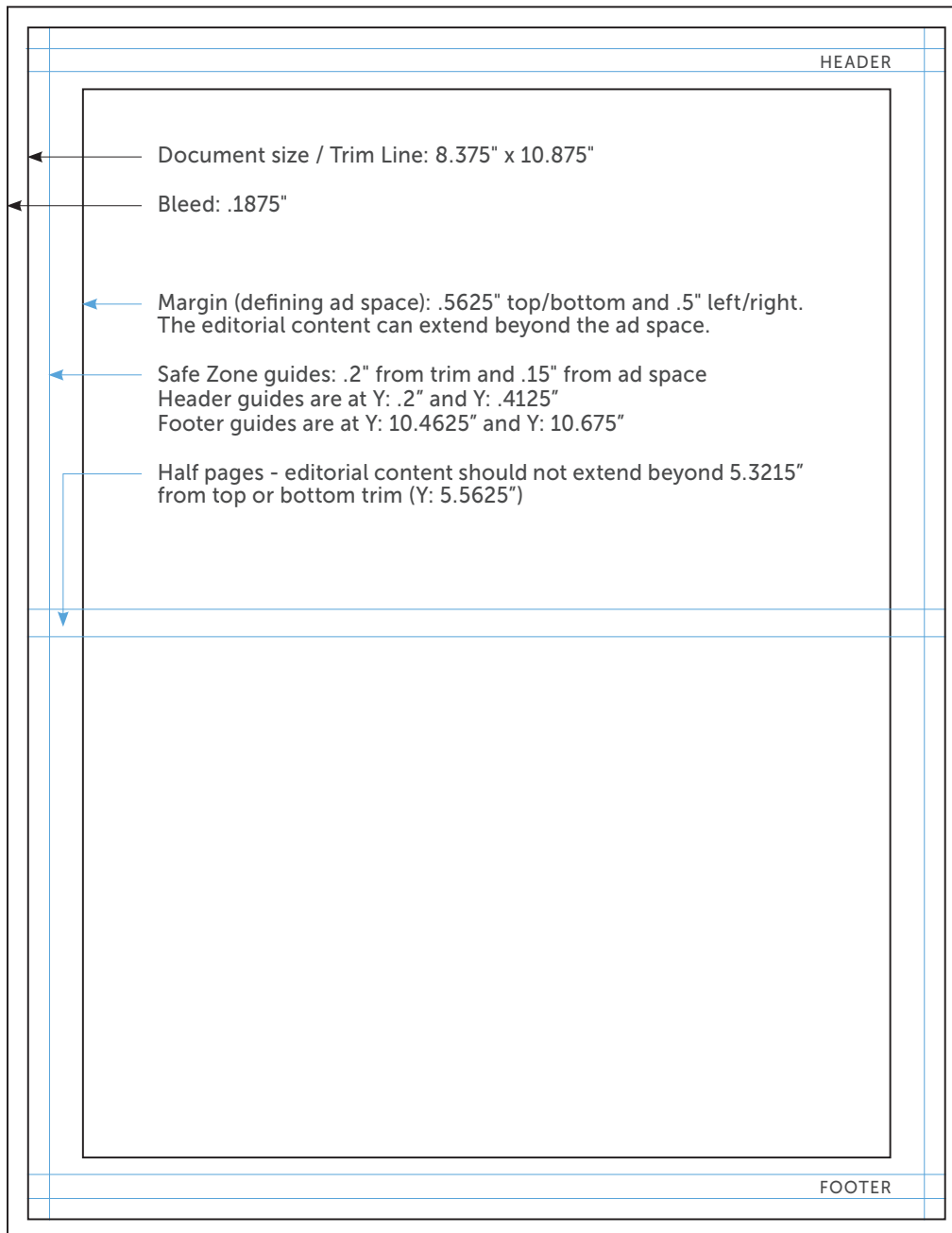


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## REMEMBER

- 1) to update the copyright year in the disclaimer.
- 2) to update our address and use the new environmental info and logos in the disclaimer.
- 3) to leave the inside front cover, inside back cover and back cover pages blank.
- 4) to check "Use document bleed settings" in the pdf options and uncheck printer marks.
- 5) there will be multiple rounds of review before final approval.
- 6) after final approval, package the InDesign files with all linked images and send them to us.



## 1. DOCUMENT SET UP

Download the InDesign Visitor Guide Template at:

[makeitmomentous.com/university-client-resources](http://makeitmomentous.com/university-client-resources)

Trim Size = 8.375"w x 10.875" h

Bleed = 0.1875"

**Safe Zones/Guides:** Guides are set up in the Master pages of our InDesign Visitor Guide Template for the following safe zones.

- » All non-bleeding content should be kept at a minimum of .2" from the trim.
- » Footers/Headers should also be a minimum of .15" from the designated ad space. The inside front cover, inside back cover and back cover should be left blank – no header/footer.
- » The two horizontal guides in the middle of the page indicate the gutter between half page editorial content and ads. They are set 5.3215" from the top and bottom trim.

## 2. DESIGN & LAYOUT

### LAYOUT

#### COVER ESSENTIALS

- » The University name and logo
- » **Identification:** Visitors / Visitor / Visitor's / Visitors' Guide
- » **Year** and/or **Issue** number to distinguish from issue to issue.
- » **Optional:** University web url, social media icons, magazine-style cover lines highlighting what's in the guide.

#### CONTENT ESSENTIALS:

- » The Disclaimer: Your file needs to include a disclaimer, which is typically found on the Table of Contents or Welcome page. Disclaimer samples are provided as a reference on the last page.
- » Our company name changed in 2019. Please double-check the disclaimer and update Campus Publishers to Momentous Campus Media.
- » The disclaimer should include an environmental statement and associated logos. The logos are in a pdf that includes notes on use.
- » The Visitor Guide includes both Editorial and Ad pages. The file you send should include every page of the magazine. The ad pages should be blank except for the footer and/or header, which should include the page number. If you need to add content to ad pages as part of your internal review process, place that content on its own layer. When saving the final pdf to send to us, turn that layer off.
- » Double-check phone numbers and test website urls.
- » As of 2020: We are no longer including Business/Advertiser Index pages.

## 2. DESIGN & LAYOUT CONT'D

### USING THE PAGE MAP

- » The pages in your file should match the layout in the page map we provide. You can start working on your design using the previous year's issue anytime, but please be aware of the possibility that the page count may change. It is highly recommended to have a few optional, evergreen editorial pages ready in the event the page count increases.
- » We will send you a preliminary page map approximately 6 weeks prior to the editorial due date and the final layout 2 weeks prior.

### IMAGES

- » We recommend image resolution be above 200ppi with 240-300 being ideal for print. As you resize images in your layout, please pay attention to the change in the "effective resolution," which can be found in the **Links > Link Info** panel.
- » To keep the ink density under 300%, it's best to make all adjustments to images in Photoshop in RGB color mode.

### COLOR

#### 4 COLOR PROCESS PRINTING

- » RGB and Spot colors will be converted using the U.S. Web Coated (SWOP) v2 color profile before printing. We recommend using CMYK colors only, especially the university's official CMYK build for either coated or uncoated paper, depending on your paper choice.
- » **Do not use spot colors unless you have tested and approved the converted CMYK build.** To convert spot colors to CMYK, double-click on the color in the Swatches panel. Change the Color Mode to CMYK and the Color Type to Process.

#### BLACK BUILDS

- » Set preferences to display and output blacks accurately. "Overprint [Black] swatch at 100%" should be on to aid in registration.
- » Text and thin lines should use the basic black build 0-0-0-100.
- » Background fills and large graphic elements should use a rich black build. We suggest 40-30-30-100 or a similar build that does not exceed 280% total ink coverage.
- » Never use Registration black for anything. It has a build of 100-100-100-100 (400% ink density).
- » RGB black is 300% ink density (75-68-67-90). Adjusting and adding overlays to photos in CMYK color mode can increase ink density way over the safe level of 300%. It's best to adjust images in RGB color mode (in Photoshop). When converted to CMYK, they will never be above 300%. RGB black is great for images but avoid using it for text. It's fine for images but avoid using it for text.

#### FOR ILLUSTRATOR FILES, SUCH AS MAPS:

- » Set preferences to display and output blacks accurately.
- » Make sure Spot colors are converted to Process/CMYK using Swatch Options. Change the Color Mode to CMYK and the Color Type to Process.
- » To greatly reduce the file size of PDFs, be sure to **uncheck "Preserve Editing Capabilities"** in the PDF options.

### SPECIAL CONSIDERATIONS

- » **Reversed text and logos:** To ensure that light colors over dark backgrounds print legibly, avoid small and thin fonts and strokes.
- » Sometimes when type is outlined in InDesign or Illustrator, it automatically gets set to **Overprint**. Open the Attributes panel (in InDesign, look under Output) and make sure Overprint is unchecked.
- » **Overlays**, blend modes and shadows can create high ink density in CMYK files. Proceed with caution and check your ink density: Separation Preview > Ink Limit > 310

## 3. EXPORT TO PDF

- » File > Export. Export as a Print PDF.
- » Use the Adobe PDF Preset 'Press Quality'
- » General: All Pages (not Spreads)
- » Image compression: this is optional, but you can adjust it to compress any image over 300 to 300.
- » Output > Ink Manager - check to see if there are any spot colors. If so, check 'All spots to process'
- » Bleed: Check "Use Document Bleed Settings"
- » Printer marks are not needed, except on individual replacement pages (Crop marks only, offset .1875")
- » Color Conversion: Convert to Destination (Preserve Numbers), U.S. Web Coated (SWOP) v2
- » **The final PDF document size should be: 8.75" x 11.25"**

## 4. PACKAGE DESIGN FILES

We will need you to provide the native design files if the University has requested we create the responsive website companion to the printed guide. There are usually several rounds of revisions, so these files are not expected until after the hard proof is approved for print. Go to **File > Package** to create a folder with an .idml file and all images. Please make sure that there are no missing links and all images used in the layout accompany the file. The inclusion of fonts is not mandatory.

## 5. DELIVER FILES

#### OPTION 1:

Upload the final PDF and Packaged files to Momentous Campus Media's FTP site.

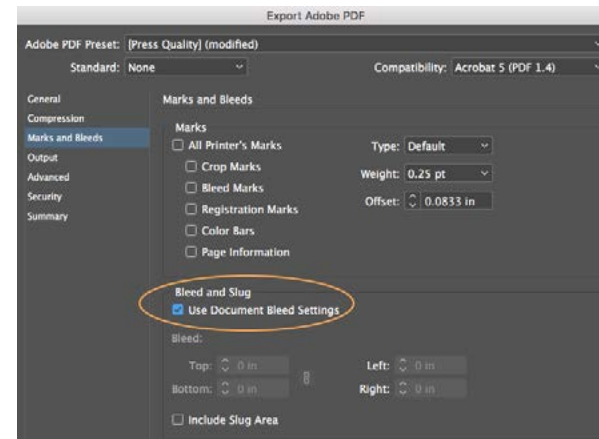
url = [makeitmomentous.com/client-uploads](http://makeitmomentous.com/client-uploads)

#### OPTION 2:

You may also use Dropbox, university FTP, or another method of online transfer convenient for you. Share your link with:

[production@makeitmomentous.com](mailto:production@makeitmomentous.com)

**REMEMBER**  
to check "Use document bleed settings" in the pdf options



### Color conversion can be tricky!

If you have tested the conversion of your official Spot colors and approve of the resulting CMYK build, then feel free to use the Spot color. For some universities, this is a non-issue and for others it's an ongoing challenge. Likewise, RGB to CMYK can result in the wrong color. And even though the colors may look similar on screen, they may look different once printed. The safest thing to do is make sure everyone is using the official process CMYK colors, including campus map creators and distributed logos used in department ads.

Here's an example:

Official CMYK build 0-70-92-0	Official Spot color Pantone Orange 021 (0-83-100-0)	Color of downloadable logo on screen (0-53-99-0)	Official RGB 247/142/30
		and then color changes when saved to pdf!?	

# DISCLAIMER INFO AND SAMPLES

Here are some samples of disclaimers.

The language and layouts vary but the publisher information should always be:

- » ... published by Momentous Campus Media, 5500 Flatiron Pkwy #105, Boulder, CO 80301. Copyright 2024. All rights reserved.
- » For errors or omissions in advertising content, contact Momentous Campus Media, 303-544-1198.

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## • New Info •

As of March 2020, we have a new address. Please update our address along with the copyright year. Environmental info and icons were also updated recently.

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We've set up the logos in a pdf that you can either open in Illustrator to edit color, or just place one of the pages as is (select Transparent Background in place options). Feel free to reduce the opacity of the white and black versions.

