



PROJECT INITIATION CHECKLIST

Thank you for considering Dialect Brand Translation as your international translation and localization service provider. Please follow the instructions below to expedite your project through our process.

INSTRUCTIONS

To initiate a project and start the estimation process please follow the steps below:

1. Contact us at (801) 785-1155 or email James Quintero at james@dialectbrand.com with your job requirements. We will either discuss the project with you at that time or get back to you with any questions we may have concerning your request. Sending us a reference PDF or Word document can also be helpful. For additional information, you may refer to our **Project Recommendations** and **File Submission Guidelines** (attached).
2. Dialect will return a job estimate to you via email (PDF) within 24 hours.
3. Once approval of the estimate is returned to us, either via fax (801-785-0580), verbally, or electronically via email our timeline starts and we can start working on your project according to the specifications outlined in the estimate.

Note: Only an individual authorized to allocate funds should approve the cost estimate, because the estimate is a legally binding document: if the work is completed as outlined in the estimate, the subsequent Dialect invoice for the job must be paid.

Price Estimate includes production time for 1st proof and 3 rounds of client changes. On localization projects, we recommend an in-country client representative or market contact review the text. Any additional rounds of corrections, major rewrites, or layout changes will incur additional charges billed at our hourly rate.

4. **Submitting files for typesetting projects.** Prior to sending files, please review the **File Submission Checklist** (attached). All project files including layout files, fonts, images and a source PDF of the English document can be delivered to Dialect via FTP, DVD, or CD. FTP and/or mailing address will be supplied to you as needed.

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***Dialect**

GRAPHIC DESIGNERS WITH A GLOBAL PERSPECTIVE



PROJECT RECOMMENDATIONS and FILE SUBMISSION GUIDELINES

RECOMMENDATIONS – THINGS TO THINK ABOUT BEFORE SUBMITTING PROJECT FILES

- English source text should be reviewed for language that refers to the U.S. such as policies, laws, corporate programs, governmental departments, measurements, currency, etc. These references should be edited for appropriate language/country outside the U.S.
- Nearly all countries/regions except the U.S. and South America use an A4 paper size standard; thus we recommend including project funds to resize 8.5" x 11" layout files to A4.
- Review foreign font style/choices for connotations: glamorous/businesslike/childish/old-fashioned, etc. Local contact/translator can recommend an appropriate face. Dialect can help determine font suitability or purchase fonts for client.
- English-only projects can be modified to be bilingual (e.g., for Canada, Hong Kong), trilingual (Switzerland, Malaysia), or any number/combination of languages that will suit the project's objectives and audience. These projects will be priced on a per-job basis.
- Images/colors should be reviewed for cultural appropriateness for target audience. Dialect can assist with this review and recommend replacements.
- Consider any country-specific modifications or requirements that may call for customization of the original layout or image files, such as advertisements, products, legal notices, etc.

GUIDELINES FOR FILE SUBMISSIONS (primarily for typesetting projects)

- Please verify that all English files sent for foreign language typesetting purposes are press-ready collected files. As part of our process Dialect will perform preflight checks to ensure the files are ready to be printed; however, Dialect cannot be held responsible for mistakes found at press that are also present in the original English files.
- Layout files **MUST** be submitted in an editable source format: QuarkXPress, InDesign, Layered Photoshop (if necessary), Illustrator, Microsoft Word, FreeHand, etc. We must be able to change text, layout, images, and fonts. Adobe PDF formats are not acceptable as source documents but are welcomed as reference. If editable layout source files are not available, Dialect will charge to rebuild the document in a press-ready format.
- Dialect will review the English source files and ready them for foreign language typesetting. During this process we may report to client if problems are found and negotiate acceptable solutions.
- Dialect translation pricing includes creation of a Word text file to be used by translators. If translation is provided by the client, it should come in a format appropriate for use, especially for languages using non-Roman characters*. See next page for file types.
- Languages using non-Roman characters* will be typeset using a font with a similar look (i.e., serif, gothic, etc.) as often as possible, unless otherwise directed by client. The fonts chosen will be limited by our knowledge of font appearance, thus research should be done by client to ensure font style compatibility.

* **Non-Roman Languages include, but are not limited to:** Arabic, Chinese (simplified and traditional), Georgian, Greek, Hebrew, Hindi (and other Indian languages), Japanese, Korean, Russian (and other Cyrillic languages), etc.



FILE SUBMISSION CHECKLIST – FOR PRINT

Please note: To ensure shortest possible turnaround times and minimum costs, please complete all items on the checklist **BEFORE** sending files to Dialect.

Collect and submit **ALL** finalized source files (including embedded charts, images, etc.):

- Locate and include all original layout source files. Please indicate source type and version number:
 - Quark: _____
 - InDesign: _____
 - Illustrator: _____
 - FreeHand: _____
 - Other: _____
- Review English source files for readiness: spot color check, image resolution, style sheets, bleeds, etc.
- Ensure all hi-res image files are included. If there is text in the images that will require localization, please include the native layered files. If images are FPO please label clearly.
 - All images are 300 dpi at 100%
 - Ensure no images are scaled over 105%
 - All images need to be in CMYK format or spot colors (No RGB)
 - All images need to be in a print-ready format (either EPS or TIFF)
- Include all fonts (Macintosh formatted). Dialect will not retain copies of fonts so please include them with every job. "Collect" or "Package" for press may not find all fonts used in linked images. Check for vector, non-outlined fonts and include with job.
- Include a PDF of original English project.