



# FILE PREPARATION & ARTWORK GUIDELINES

Before printing your project, our pre-press department checks all artwork files for compliance with our quality standards. By following these standards we will ensure your file has the optimal resolution for print, as well as the proper bleed and color specifications. **To ensure the best quality without delay, please review our File Preparation and Artwork Guidelines before submitting your artwork.**

## ACCEPTED FILE FORMATS

.ai

### Adobe Illustrator

Our preferred format for pre-press work. Please also submit all supporting image files and fonts or be sure all text is outlined and images embedded. **High-Res PDF files with Illustrator Editing Capabilities are also accepted.**

.psd

### Adobe Photoshop

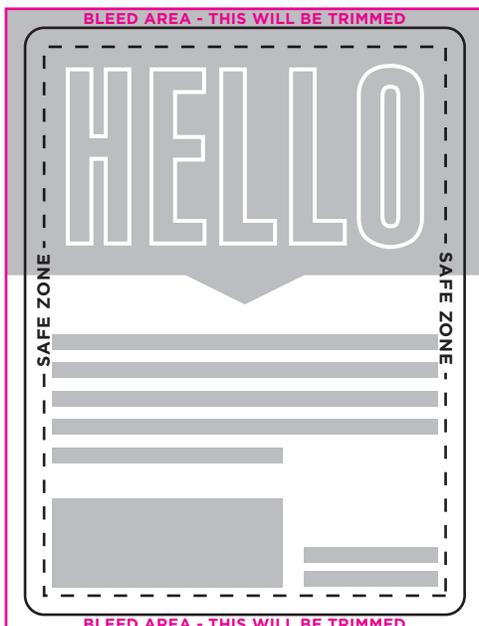
Save images no lower than 300 dpi to avoid pixelation. Use this file format for high resolution 4 Color Process or Grayscale images only. All additional elements such as text, logos, or vector art should be created in Illustrator.

.indd

### Adobe InDesign

Please ensure that all linked files and fonts are included separately by using the 'Package' function with InDesign. This will ensure all files are bundled appropriately. Please also export to PDF and include in file submission.

## TIPS ON PROVIDING GREAT ARTWORK



### BLEED

Files must be set to the final trim size plus bleed. The bleed can be created by extending all background graphics at least 1/8" all the way around.

### DIELINE

Always include an accurate dieline or trim marks in all artwork files as it is important to ensure proper placement of the art elements in your design. If you need us to supply you with a custom dieline, please contact our customer service representative and verify all detailed specifications.

### SAFE ZONE

Text and all other important design components should be given a 1/8" margin from the trim size. The area inside this margin is referred to as the Safe Zone.

## COLOR MODE

All graphic files should be provided in CMYK format. Files provided in RGB format will be converted into CMYK before printing and may result in significant color differences from what you see on your monitor or digital printer.

## 4 COLOR PROCESS & SPOT COLORS

4 Color Process printing is necessary if your design includes full-color photographs. Spot Colors should be used for graphics where vibrant color and consistency is important. It is also recommended to use Spot Colors in order to maintain legibility for large bodies of text that are not Black or reversed. Please refer to a Pantone Color Book for an accurate color representation of each PMS color, what you see on screen is not what you will see on the finished printed product. If possible, please include color legends in your art files or clearly list out the colors used in the design. Please also note, if your design uses a spot color which needs to be converted to CMYK the color will not look the same when its printed and ultimately result in a loss of vibrancy.

## PHOTOS

All images should be submitted at a resolution no lower then 300 dpi in order to avoid pixelation. When working with photos in your photo editing program, please be sure your color mode is set to CMYK. All images placed in Illustrator should either be embedded or placed in as a link and supplied along with all other files.

## TEXT & RULES

All text should be laid out in a vector based program for clarity. Text created in a raster based program (such as Photoshop) will tend to have jagged edges making it difficult to read. If any text is laid out in Photoshop please be sure to keep all text live and supply us with the proper fonts. To preserve legibility, the minimum type size for positive text (dark text on a lighter background) is 4 pt and 6pt-bold for reverse text (light text on darker background). We also recommend all small text be created in one solid color, as screened text can be slightly mis-registered on press and cause it to be illegible. The minimum rule weight for positive fine lines is 0.5 pt. For reversed fine lines, try to keep the size above 0.75 pt.

## FONTS

When submitting your artwork files please convert all text to outlines or include all document fonts along with your file submission. Converting your file to outlines will ensure there will be no text re-flow or viewing issues, however if changes need to be made to the text it may be difficult for us to locate the correct font and re-typeset. We recommend that two versions of the file be supplied to us, one with text converted to outlines and one with live text. This way we have the ability to edit or resize text to accommodate for content or layout revisions.