



tips & tools

to ensure your artwork looks great on paper
Preparing your files for press can be a daunting task, however, following a few helpful tips will ensure you get the job done right. Before submitting artwork, check your file for:

font size, type and color

To ensure readability, if you use knockout type, or reverse type, it should be larger than 5 pt. size and should only knockout one or two colors. If you are knocking out type on a 4-color image, use a minimum of 8 pt. type.

If you use a serif font (with details on the ends of some of the strokes that make up letters and symbols) use a minimum of 5 pt. type, and only print the type in one color. If you choose, add drop shadows to your fonts before submitting for print.

48 PT.

36 PT.

24 PT.

18 PT.

14 PT.

12 PT.

10 PT.

8 PT.

6 PT.

48 PT.

36 PT.

24 PT.

18 PT.

14 PT.

12 PT.

10 PT.

8 PT.

6 PT.

supported applications

We accept files created in the following native applications:

Acrobat PDF®Mac and PC
QuarkXPress®Mac and PC
Adobe® InDesign®Mac and PC
Adobe® Photoshop® ..Mac and PC
Adobe® Illustrator®.....Mac and PC
CorelDraw®..... Saved as .ai file
PowerPoint®Mac and PC
Excel®.....Mac and PC
Word®.....Mac and PC
Publisher®.....Mac and PC

Please call your Sales Rep to talk about the version of your native file.

color mode

Please convert your artwork files from RGB to CMYK—this will deliver the most reliable color and will prevent unexpected changes in color. If your project requires close color matching, it is always a good idea to include a hardcopy proof for us to compare.

While we are often able to closely reproduce a spot PMS® ink using full color process, PMS® spot colors and process colors are produced using different methods. Please refer to a Solid to Process Color Imaging Guide for color conversions.

Your choice of paper will also impact color. A smooth uncoated paper will give colors a more muted appearance, while a coated or gloss paper will add vibrancy. Printing on colored paper will also impact color.



CMYK viewed on a monitor



CMYK printed

outlined fonts

Before you submit artwork for print, know that you must supply all your fonts with your native file.

Another option for your fonts is to outline them. Outlining your fonts ensure your message is crisp and readable; avoiding fuzzy edges.

Also never use the stylization palette to bold, italicize, add drop shadow or put outline on your fonts.

Rasterized Type
has fuzzy edges

Abc

Vector Type
has clean, crisp edges

Abc



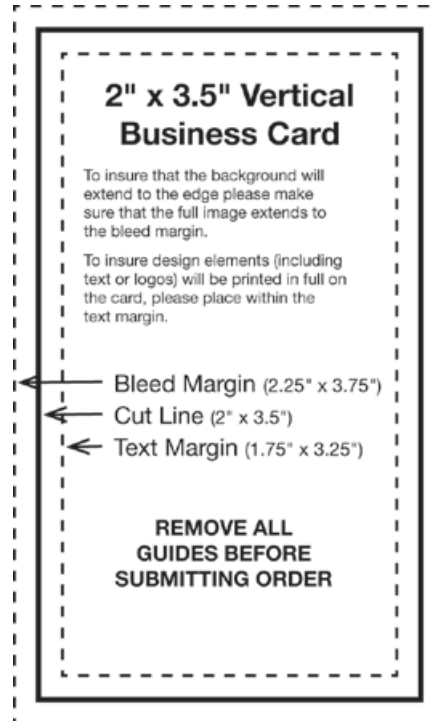
collecting files for output

Note that when collecting your files for output each application has a different procedure. For example InDesign® has *Package*, QuarkXpress has *Collect for Output*, Publisher has *Pack and Go*, so it is best to contact your Sales Representative to help you with your native application.

The best general rule is that you need to send the native document file, all the fonts and links (images/art) used in the file. A pdf also gives the prepress team an option for output, if there is a problem with the native file.

To help with the correct output of your file, we ask that you supply a hard paper print out of your file, so the prepress team can check for accuracies in the proof.

bleeds, cut line & text margins



A bleed refers to the artwork that extends beyond the finished size of the product. To make sure your artwork prints to the edge of your piece, please allow for an additional 1/8" (.125") on each applicable side.

When setting up your files with bleeds, it is good to keep a safety margin or text margin as well. Any essential text and design elements should be positioned within this margin. Please make sure the text still maintains the required margin even when graphics bleed.

For best results, consult with your Sales Representative before starting your project.

resolution

The resolution of an image refers to the amount of detail in the image; the higher the resolution, the more detailed the image.

To make sure your printed piece turns out great, black and white line art should be scanned in as line art or bitmap at 600 dpi. Photos, color CMYK or grayscale, should be scanned in at 300 dpi for standard spot or process printing.

If your image is less than 300 or 600 dpi, you should replace it with a new image instead of trying to fix it. Images that come to us at lower quality than what is recommended will be output as sent.

To guarantee the best quality, do not enlarge images beyond the original size in the design process.



300 dpi



Less than 300 dpi