

ARTWORK GUIDELINES



DESIGN FORMATS:



Non-Vector Based Formats

VS.



Vector Based Formats



Non-Vector

VS.



Vector

Any non-photographic content (including graphics and text) are best sent to us as vector based **PDFs**, Adobe Illustrator (**.AI**) files. or **EPS (Encapsulated Post Script)** These make your lines crisp and clear when printed.

-Please be aware that files from the Microsoft Office suite of programs (**Word, PowerPoint, GIF Excel and Low Res Jpeg**) are not designed for commercial printing.

FONTS:

CREATE
OUTLINES

When your text is created in **Photoshop** or **Illustrator**, we recommend that you outline it before you send it to print. You will not be able to edit the text after you have flattened it, it does ensure that there are no issues related to missing fonts when we go to print your file and that the text displays correctly. In Illustrator and InDesign, this action is called **"Create Outlines,"** and in Photoshop it is called **"Rasterize Type."**

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COLOR MODE:



Your artwork can be either **CMYK** or **RGB**, but we would highly encourage you to convert your images into **CMYK** before making your order. This allows you to "soft-proof" your images on screen and see how the colors will look. If you supply your images in **RGB** they will be automatically converted to **CMYK**. **RGB** colors may appear *duller* or *desaturated* when printed.

PMS COLOR MATCHING:



PANTONE Bright Red Coated



PANTONE Bright Red Uncoated

When color match is required follow these requirements:

- Provide all **PMS (Pantone Matching System)** colors when applicable (**\$40 fee per Color**)
- When designing using **CMYK** color, please provide accurate color samples of artwork being reproduced
- We do not recommend designing in an **RGB** color space, please convert to **CMYK** prior to submitting

DPI:



All scans and images included in your artwork file should be supplied at least **300dpi** in the correct colour mode at the placed size. Images and logos saved from websites are mostly between **72-96dpi** and are therefore unsuitable for printing. If you upscale or add resolutions to images in your image editing software, this will not increase the quality of the image and may result in blurry or bit-mapped images. For example, a **300dpi** image scaled to **400%** when placed is only **75dpi**.



BEFORE SENDING US YOUR ARTWORK, HAVE YOU?

*Checked the artwork **size** is right?*

*Set your colours to **CMYK**?*

*Color Matching? Supplied **Pantone** reference numbers?*

*Made sure your images are **300dpi**?*

*Added a **3mm** bleed and crop marks?*

***Embedded** your fonts?*

*Saved your artwork as a **PDF**?*

Included images and fonts in a separate folder?

***Proofread** your document?*

If you have any questions please call

714-893-5410