Preparing Files for Print

Acceptable File Types

PDF - preferred
AI, EPS, IND, TIFF, PSD,

Fonts

1. Outline all fonts (preferred)
2. Collect fonts in "Fonts" folder if copy changes are anticipated
3. Copy <6pt should be 1-color if possible and not reversed out
4. Display copy (>16pt) can be Rich Black (60, 40, 40, 100)

Images

1. 200-300 dpi for items viewed less than arms length
   (badges, counter displays, stationery, flyers, etc.)
2. 100-150 dpi for items viewed more than arms length
   (large signs, floor displays, banners, etc.)
3. 70-100 dpi for XL , standees, murals and billboards
4. Never use JPG compression (LZW or ZIP is best)
5. Rotate and crop excess image **before** placing into Illustrator
6. Embed & merge all images when possible (flatten)
7. Provide linked images only if artwork changes are anticipated
8. If FPO is used, indicate if it prints as-is upon ordering

Colors

1. Use Pantone, CMYK or Grayscale color modes only
2. RGB colors are not acceptable
3. Small black/gray copy & barcodes should be 1-color black
4. Large black areas or display copy can be Rich Black
5. Set Rich Black CMYK formula to 60, 40, 40, 100
6. Pantone Color names and color mode remain unaltered
7. Remove all unused colors from Swatches palette
8. Pantone Metallic & Pastel colors print as CMYK
9. Use only a distinct color for dielines

Layers

1. Name layers concisely ("Artwork, Dieline, Specs, Notes, FPO, Spot UV, White Ink, Foil, etc.")
2. Delete all unused layers and sub-layers
3. Layers turned off will be deleted
4. Flatten PSD and TIFF images

Adobe Illustrator Settings

1. Never set overprint or trap unless advised by Art Dept
2. Expand Symbols, patterns, 3D objects and effects
3. All artwork outside of artboard will be deleted

Other Best Practices

1. 1/4" bleed and safety preferred (mask excess bleed)
2. Provide a low-res PDF upon ordering labeled "Low-res"
3. Provide a printed sample if colors need to match
4. Zip-compress multiple files before submitting
5. Name files clearly (e.g. "Outside, Header, Carton, etc.")
6. Organize files in clearly names folders if necessary
7. Remove printer marks & crop marks; use a rectangle or custom shape dieline instead
8. Save art at 100% scale (except if over 200 in.)
9. Only submit artwork after approved by customer
10. Dieline templates available upon request