

digital artwork guidelines

GENERAL SPECIFICATIONS



RGB vs. CMYK

RGB refers to the primary colors of light, **R**ed, **G**reen and **B**lue, that are used in monitors, television screens, digital cameras and scanners.

CMYK refers to the primary colors of pigment: **C**yan, **M**agenta, **Y**ellow and **B**lack. These are the inks used on the press in “4-color process printing,” commonly referred to as “full color printing.”

We require that all Photoshop images submitted to us be CMYK.

Borders

If you design your file with a border around the edges, it must be a minimum of 3/16" (0.187") wide if it is to bleed or 1/8" (0.125") away from the edge if it doesn't bleed. Due to physical limitations in the cutting process, borders may appear uneven. ***We recommend that borders be avoided.***

Rules

Rules should be at least 0.5 points so that they won't break.

Gripper

On all cut sheets for 1 or 2 color work without bleeds, leave at least 5/16 inch on each side of your document for plate gripper.

Spot colors



In the graphic at the left, there are 2 spot colors: red and black. If there was one more color in the graphic, it would most likely be more economical to print the job as process colors (also known as four color or 4/C).

Many customers get into trouble because they don't realize that black is actually a color, but it is. So if you have a graphic that uses blue and black, it is considered a two-color job.

You can create the illusion of more colors by using shades of your PMS color. These are called screens, shades or tints. 10% of the full color would be very light and 90% would be very dark.

Safety Zone

We recommend all text and graphics stay inside a “Safety Zone” printing area which stays inside the final paper trim edge by about 1/4 inch. This eliminates any risk of type or images being accidentally nicked during trimming.

Image Resolution

300 dots per inch at full size is required for optimum printing. If the final image will be larger than the scanned original, you need additional data to produce a final image with the correct image resolution. For example, if you scan a 2x2 inch photo at 300 dpi and then enlarge the image to 4x4 inches (200%), the resolution will drop to 150 dpi. To allow for this 200% intended enlargement, you would need to scan the original image at 600 dpi.



This image is 300 dpi. It looks fine.



This image is 72 dpi. It looks pixelated.

This is the effect you get when you give us an image from a web page.

Text

Sometimes the printing process is not as perfect as the world around it. Minute misalignment can cause the 4 separate CMYK inks to not line up perfectly in small text (12pt or smaller), as well as in white text on a colored or black background (drop-out text). This misalignment can make small text look blurry. If you need to do this anyway, it is best to keep the colored text one of the true CMYK colors; **black** is always an excellent choice.

Printing with Bleeds

“Bleed” is a printing term used to indicate the area with a background image that will be trimmed off after the job is printed and cut down to the finished size. Since the bleed area will be trimmed off during the cutting process, there should be no text or other important information in the bleed area. ***Projects that make use of image bleed should extend any bleeding background and/or images 1/8 inch over the final paper trim edge.***

No Bleed



With Bleed





Quark® XPress Specs

1 Do not stylize fonts using the style palette



Do not use the style palette to alter the appearance of your font. If you want a bold or italic font, you must use the actual font. Do not use the shadow or outline features, they do not work. They will print okay to a laser printer, but not to a platemaker. We cannot accept responsibility for output errors due to the use of the style palette, **even if you send a proof!**

2 Edit Colors

- For Full Color Printing – All colors used must be CMYK. Click each color in your document before sending us your job. Each color should read Separated Color or CMYK, followed by the CMYK percentages. Be sure the SPOT COLOR box is not checked!
- For Printing with Spot Colors (Ex: Black and PMS 349) – Type should be grayscale (C=0, M=0, Y=0, K=100). PMS color should be a spot color in Quark and supporting files.
- Delete extra colors that are not destined to print.

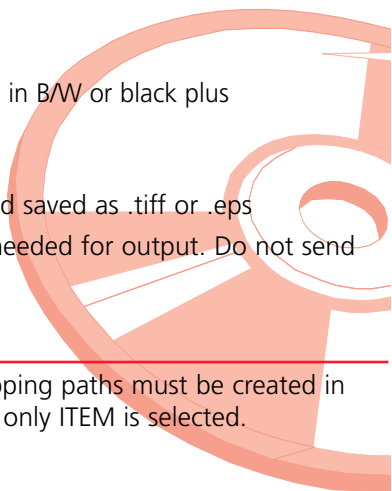
3 Check Your Images & Collect in a Folder

All files placed into Quark must be:

- CMYK if printing in full color or
- Grayscale and Spot Colors if printing in B/W or black plus Spot Colors
- 300 pixels per inch
- No extra channels and flattened and saved as .tiff or .eps
- Include only support files that are needed for output. Do not send extra photos or images.

4 Item>Modify>Clipping

Do not use Quark clipping paths. Clipping paths must be created in Photoshop only! Check to make sure only ITEM is selected.



5 Check Font Usage (Utilities>Usage>Fonts)

Check to make sure you have not stylized any fonts. All fonts should read <plain>.

6 Collect Your Fonts

All postscript fonts will contain a printer font and a screen font. We need all printer fonts and screen fonts used in your document. We cannot use PC or True Type fonts!

7 Include a Printed Hard Copy of Your Files

8 Save your file as Quark 6.0 or lower. Do not save as Quark.eps

File Specs for Adobe Photoshop

1 Make Sure You Are Working and Saving Your File in the Correct Mode

- For Full Color Printing – All colors used should be CMYK.
- For Printing with Spot Colors (Ex: Black and PMS 349) – Black should be grayscale (C=0, M=0, Y=0, K=100). PMS color should be a spot color in Quark and supporting files.

2 Delete Extra Channels

The only channels in your document should be the Cyan, Magenta, Yellow, Black and the composite CMYK view.

3 Save as a .tiff or .eps

All Photoshop images must be flattened and saved as a .tiff or .eps file. Do not compress images using jpeg compression.

4 Include a Printed Hard Copy of Your Files

File Specs for Adobe Illustrator & InDesign

1 Check Your Images

All files placed into Illustrator or InDesign must be:

- CMYK if printing in full color **or**
- Grayscale and Spot Colors if printing in B/W or black plus Spot Colors
- 300 pixels per inch
- No extra channels
- Saved as .tiff or .eps

2 Convert Text into Outlines

3 Flatten Transparency

- 4 Save Illustrator Files as Illustrator CS or lower and .eps
Save InDesign Files as InDesign CS or lower
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5 Include a Printed Hard Copy of Your Files

File Specs for Macromedia Freehand

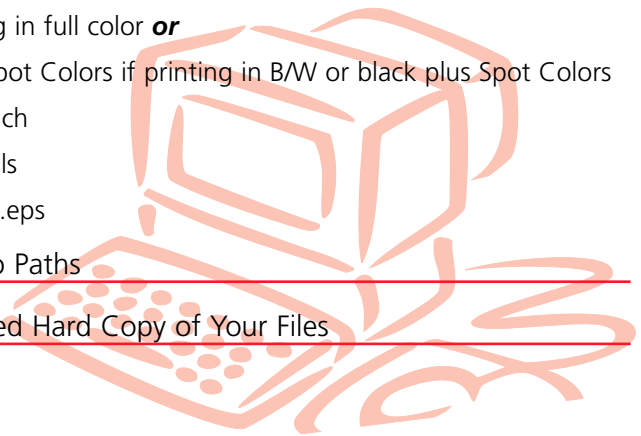
1 Check Your Images

All files placed into Freehand must be:

- CMYK if printing in full color **or**
- Grayscale and Spot Colors if printing in B/W or black plus Spot Colors
- 300 pixels per inch
- No extra channels
- Saved as .tiff or .eps

2 Convert Text to Paths

3 Include a Printed Hard Copy of Your Files



File Specs for PDFs

- 1 Embed all fonts
- 2 Select **PRINT QUALITY**, NOT SCREEN QUALITY when creating your pdf. Do not compress line art or text. Output as CMYK if printing as 4-color. Output as PROCESS & SPOT if printing spot colors
- 3 Print separations to check that your colors will separate correctly and also include a composite print

All Other Applications (Microsoft Word, Corel Draw, etc.)

Create pdfs following the guidelines above

HOW TO SUBMIT FILES



1 Email

Compress file with stuffit or zip and email to: **info@wprintingplus.com**. Please fax a copy of your file so we can compare it to what we have received. **OR**

2 Submit files on CD, ZIP or floppy (Include hard copy for all files)

We will fax you a proof of your files to assure that the files have been received correctly.



Printing Plus

96 Turner Road / Route 32
Central Valley, NY 10917
845-928-6610

email: info@wprintingplus.com
www.wprintingplus.com