

ART PREPARATION GUIDELINES

To avoid unnecessary delays on your printing project, please keep the following art prep guidelines in mind:

MINIMUM SIZES:

TEXT: We recommend using no less than 4 pt text, especially when reversed out of a solid background. We also recommend using bold fonts for reverse text and avoid fonts with serifs which may fill in and become unreadable. Where text overlaps more than one color, add a half-point stroke to keep it legible.

LINES: Avoid using less than a half-point rule. A finer rule that has no copy near it may print wavy due to lack of support on the printing plate. Reverse rules less than half-point may fill in especially if there are large solid areas in the same color. Outlines around text or objects should be no less than a half-point thick.

TOLERANCE TO DIE CUT: For best results, make edge borders 1/8" wide and keep any artwork that does no bleed spaced 1/16" from the die. With any press movement, spacing and borders will still look consistent on all edges

GRIPPER: For premade stock envelopes allow at least 1/8" gripper room from all edges.

GRADIENTS & SCREENS

Gradients and screened colors should not use less than 2% screen of a color. A smooth blend of color to no color cannot be achieved unless it is a gradient of a very light color, like yellow. Avoid using a screen of a color in large background areas. Color inconsistencies can occur due to movement and vibration on press. Instead, use a light solid PMS color for large areas.

PRESS MOVEMENT

Wherever two colors meet they must overlap slightly so that with any movement of the material on press there is no white gap between colors. We call this "trapping." You do not need to supply files trapped, we will determine and apply the necessary trap to your files. Art that is too small to trap will over print sometimes resulting in a color change.

REVERSE TEXT

If reverse text or other objects occur within process or run from one spot color into another, it should be outlined with black or some other color that exists in the layout. If these different colors move even slightly it will distort the text or the object. If it occurs within process, it may appear blurry. The outline allows the edge of those colors behind the text to hide behind the outline. Then movement will not distort the text or object. Use at least a half-point outline to accomplish this. And it is best if any reverse text is also in a bold font.

INK COLORS

You need to convert all ink colors in a file to either spot colors or four-color process, otherwise the separations won't be correct and some of your file may not print.

RESOLUTION

For the best quality printing, we recommend using 300 dpi graphics and images embedded in your electronic files and providing us with a 300 dpi PDF as final artwork. It is important to note that graphics you download from a website are NOT the correct resolution or file