



Graphic Development Guide

Below is a list of questions and answered on how to submit art as well as other requirements and specifications. Hopefully we were able to explain everything in plain English but if you're still having problems understanding how to submit graphics then give us a call at 877.281.1421, we'll be happy to help you out!

Once you place your order you will be given instruction on how to submit your artwork.

Q: What graphic file formats are accepted?

A: The preferred file format is a **.PDF** file that has been converted to **CYMK** color mode and flatten but we will accept graphic files in **.JPG**, **.PSD**, and **.TIF** file formats. We do not accept Illustrator **.AI**, Quark **.QXP**, Publisher **.PUB**, Firework **.WBM**, Flash **.FLV**, or any other graphic file format other than the four mentioned above. It is highly likely that your design software will let you "save-as" or "export" a graphic in one of the required file types.

Files submitted in the **.JPG**, **.PSD**, and **.TIF** file formats will be converted to the **.PDF/CYMK** file format and a \$5 Proof Fee will apply for each conversion.

Q: Why are the colors different on my screen than on the printed items?

A: Most monitors display in RGB (Red Green and Blue) color mode, the industry default for most graphic applications, so you're probably designing your graphics in RGB color mode.

We off-set print on four color printers so graphic files submitted in RGB color mode have to be converted to CMYK (Cyan Magenta Yellow and Black) color mode in order to be printed. After this conversion the Reds, Greens, and Blues lose value which leads to some color deviation so the graphic image doesn't look the same as on your monitor.

This is why we require graphic files to be submitted in CMYK color mode. Graphic files not submitted in CMYK color mode have to be converted and a \$5 Proof Fee will apply for each conversion. To get the closest match of how your print job will look when printed then design your graphic images in CMYK color mode.

Hint: The PANTONE® huey™ sets a low cost entry point for monitor profiling and calibration software.

Q: What is the minimum resolution required?

A: All printing is done on high resolution printers so we require all submitted graphic files to be a minimum of **300dpi** (Dots Per Inch).

If you design a job at **72dpi**, the standard resolution for Internet graphics, or anything lower then 300dpi we will not use that graphic file because during prepress all graphic files are resize 300dpi so any images with lower resolution will be "stretched out" blurring the image.

See the example shown on the next page where one image was created at 300dpi, the other was created at 72dpi and then stretched out to 300dpi:

**Original Image @ 72dpi
Covered to 300dpi**



Blurry Stretched Image

Original Image @ 300dpi



Sharp Clean Image

Q: What is a Bleed?

A: A "bleed" is the area of a graphic image that extends past the trim line of a printed item and is removed during trimming.

You do not want to have important text, such as a name, phone number or email address, bleeding off the edges because they will get cut and you will lose important information in the process.

Q: What is the Safe Area for Text?

A: After printing your job we have to cut it out from the print sheet. Our cutters are very precise but generally we need to cut 1/16" to 1/8" into your job so there is no white border.

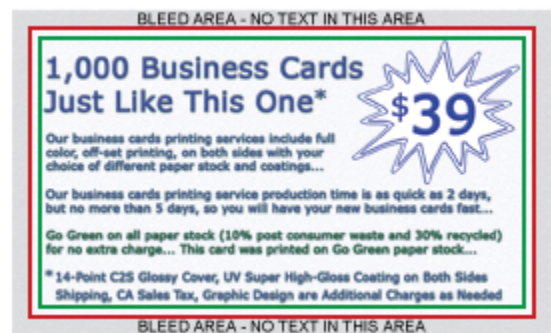
If you have text that goes all the way to the edge then you will lose portions of that text that hug the edge. It is important to keep all your text at least 1/8" in from the edge of the design. If you want a precise border size then adjust the border so it is 1/8" bigger to help compensate for the cut.

Graphic Development Layout Specifications for Bleed Area, Trim Area and Safety Area:

Keep all text, logos or anything else that is important away for the edge of the printed item.

Most graphic programs allow a designer to create guidelines. If you haven't already done so, set-up a template of common print items, such as, business cards, postcards or brochures.

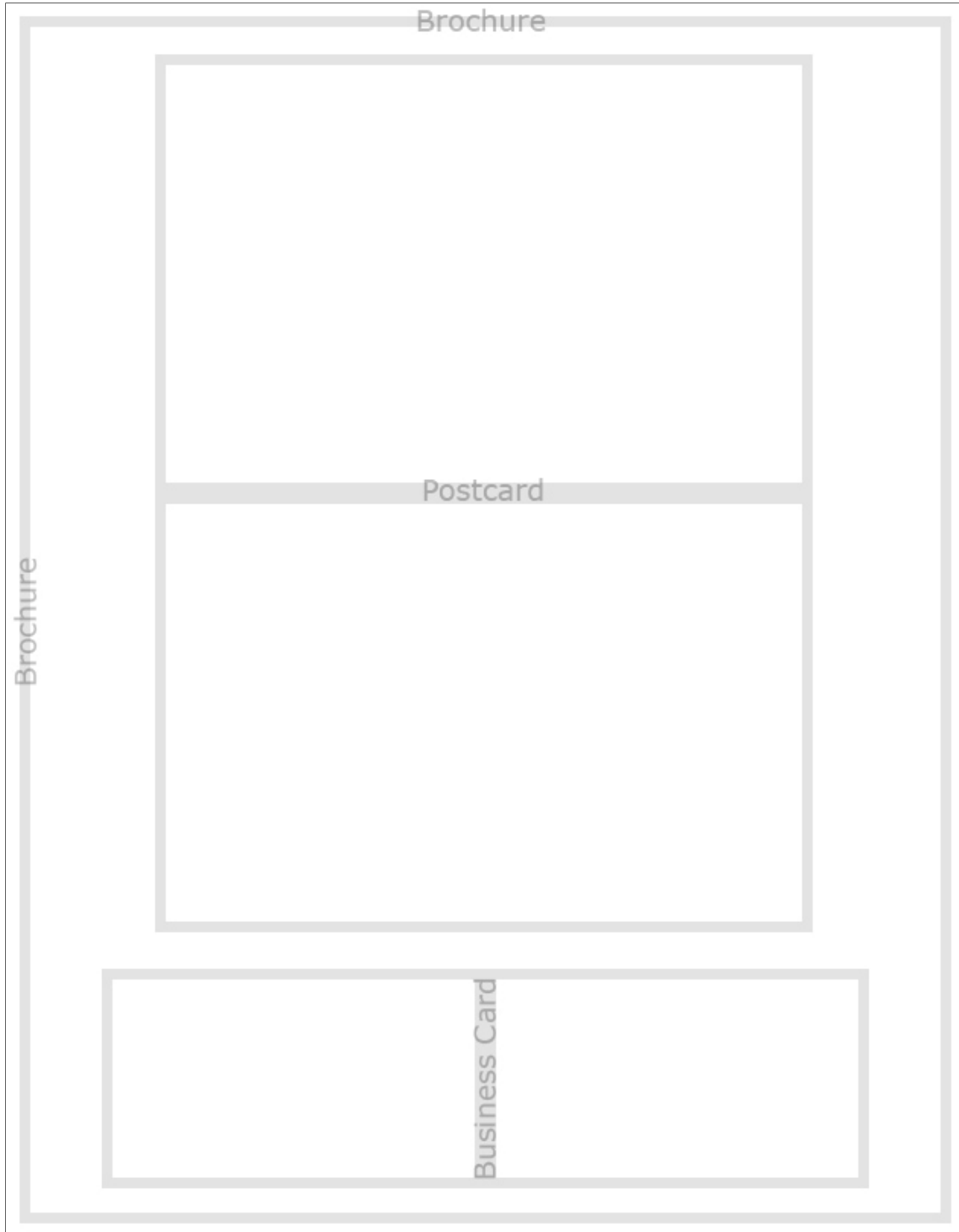
Set-up the appropriate guidelines keeping in mind the trim line (red) and safety line (green), at least 1/8" from the trim line, when you are designing an image.





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Graphic Development Idea Template: ([PDF Version](#))





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Q: What size do you want my design? Do you need me to add any bleed?

A: Whatever the printed item's finished size you need to develop the graphic image with at least an 1/8" border, some larger printed items require a 1/4" border.

For 2" x 3.5" business card the image should be no more than 2.25" x 3.75" leaving a 1/16" to 1/8" bleed area beyond the trim line.

For 4" x 6" postcard the image should be no more than 4.25" x 6.25" leaving a 1/16" to 1/8" bleed area beyond the trim line.

When designing an image keep in mind the "safe area" of at least 1/8" inside the trim line.

Any questions about sizing give us a call at 877.281.1421, we'll be happy to help you out!

Q: How should I submit my artwork files?

A: Save each of your artwork images in separate graphic files and name them accordingly.

Don't forget to convert your files to CMYK color mode. For double sided print jobs it is preferred that you submit your graphic images as two separate files. You can each graphic image file into one compressed (zipped) file.

Name your graphic image files so that the name also indicates whether the graphic is the front or back image of a double sided print job. Examples: yourproject_front.pdf

yourproject_back.pdf

yourproject_1.pdf (1 = front)

yourproject_2.pdf (2 = back)

Any questions about file names give us a call at 877.281.1421, we'll be happy to help you out!
