



CD – DVD – USB FLASH DRIVE
REPLICATION – DUPLICATION – PACKAGING

Artwork Guidelines – summarized

Quick Reference Guide

Graphics: EPS or TIFF; 300 dpi for CMYK or grayscale; 1200 dpi for bitmap

Fonts: PostScript (two files for each font) or TrueType (one file), PostScript preferred

Bleeds: 1/8 inch (.125) or 2mm beyond edge for packaging. No bleeds needed for CD/DVD disc face

Document Formats Accepted:

MAC: QuarkXpress, Adobe PageMaker, Adobe Illustrator, Adobe Photoshop and Adobe Acrobat.

PC: PageMaker, Photoshop, Illustrator, Publisher and Adobe Acrobat.

Media formats accepted: CD-ROM, DVD-ROM, ZIP 100 & 250

Please include: color laser print-outs that specify folds, all colors, format, outside-to-inside orientation and reduction percentage; any artwork to be scanned; contact name, telephone and fax numbers and email address.

Common Problems Encountered with Digital Files

- Missing fonts
- Low-resolution or missing graphics
- Digital files do not match client's supplied laser proofs.
- Characters modified by using the style palette (i.e. bold or italic) rather than using the actual bold or italic font
- Photos do not fill out picture window
- Book pages (multiple pages) set up as one double-sized page in reader spreads
- Inaccurate clipping paths-line art (logos) saved in 300 dpi grayscale format, rather than 1200 dpi bitmap format
- Not enough graphic or scan to meet bleed requirements

We acknowledge that every CD/DVD/packaging project is unique and may have issues that are not addressed here. Please feel free to call our Pre-Press Department with any questions you may have. We hope you find these guidelines helpful in preparing your files for print.



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Artwork Guidelines – detailed

- Whenever possible, include a laser printout, both composite and color separations with your disk or electronic file.
- Show art position by providing a mock-up or by submitting a piece with crop marks.
- Send all fonts used in your files and save them in a folder called "Fonts". PostScript Type 1 fonts are preferred. Please send both parts; the screen font and the printer font. Both must be sent with the files to print accurately.
- Do not use "applied" type styles in the Control or Measurements palettes in PageMaker or Quark. Always pick your **bold** and *italic* versions from the font list. Applying these styles from the palette do not always work, even if they appear to work on your laser printout.
- If you modify a font with a font modifying program, please provide the modified font or your customizations will go unseen.
- Choose colors from a swatch book and not from your monitor.
- On all process color jobs, save color photos and vector artwork as CMYK in an EPS or TIFF format.
- Use only Pantone and CMYK colors. Never use RGB, Lab or any other non-standard color models.
- Make sure colors that are the same are named the same. For example PMS 274 is a separate color from Pantone 274 CV, which in turn is separate from Pantone 274 CVC, etc.
- Delete unused colors in your color palette before saving and/or exporting. This will reduce unnecessary data in the final PostScript file.
- Note that the colors on a color laser proof may vary widely from the actual printed colors.
- Crop scans in Photoshop slightly larger (both in pixel-area and in resolution) than their final size, and resize and crop using the picture window in your layout application. This allows some room in case the photo needs to be shifted in the window.
- Logos and graphics copied from the Internet are low-resolution graphics and should not be used. They do not reproduce well.
- Mark an image as an FPO if you have one linked into your document.
- Please include all your linked graphic files and save them in TIFF or EPS format. EPS is required for duotones or files with clipping paths.
- Save vector images (Illustrator) as EPS files.
- Scan all photos, whether grayscale or color, at 300 dpi for quality printing.
- Include all image and graphics files in a folder called "Graphics". Make sure you keep the original files on your computer.
- Place the "Fonts" folder, "Graphics" folder and the application file/files in one folder entitled with the name of your job.
- Avoid rotating images in page layout programs. Do this in Photoshop and resave the image for import.
- Scan line art at the highest resolution your equipment can produce (1200 dpi if possible) and save in bitmap format rather than grayscale.
- Do not submit multiple page jobs created in reader spreads where two "pages" are placed on one double-sized page in your document. Instead, submit as single pages. It is acceptable to submit multiple page jobs in reader spreads where two **separate** pages form the reader spread if you use elements (photos, headlines) that cross from one page to the other.
- Make sure all bleeds extend 1/8" (2mm) beyond the edge of the finished page size.