

SETTING UP ART FOR PRINT



Color Space

Build exclusively as CMYK color space. Ensure that CMYK values are set appropriately and/or PMS colors are designated. RGB/Hex are not acceptable for print.



Fonts, Style, and Links

Flatten all transparencies and outline fonts. Must be 300 dpi or higher at 100% of final size (600 dpi for best results). There is no need for 1200 dpi images. Link/embed any illustrations or graphics in the art.



File Formatting

Preferred file format is a high resolution PDF, but EPS or AI files are also acceptable. No need to submit native files or packages. Build a 1/8" bleed and include crop marks. Make sure to remove any die lines. Export a 300 dpi pdf for print (choose press quality).



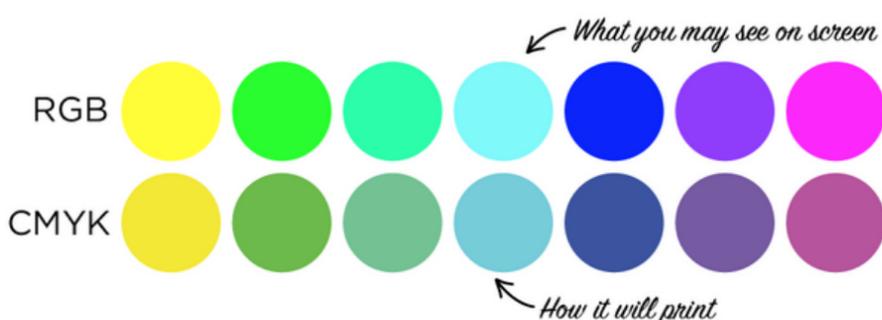
Benefits of Using These Methods

Using this method will ensure consistency in your branding and ensure consistent color run from project to project, as well as, across all print collateral. It also streamlines file processing and saves time on overall projected completion time frames. It will ensure that the most up to date artwork is maintained in your vault and ensure an easy and fast transfer between computers due to file compression. There will be no program interpretations of your file and there is no need to worry about program versions, movement of elements, or conversion of colors.



Why Can't I Use RGB Color in My Files?

If a file is created and submitted in a RGB color space, it must be converted to CMYK color space before it goes to press. This is one of the major causes of color shift/skew in the final print result. While you won't notice this much in pictures, you will definitely notice it with other broad elements. Here is a quick visual on how conversion can change your final product.



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