

Supplying Artwork

- Our pre-press department is Macintosh based. Artwork should be supplied in its native format (Illustrator, Quark, Photoshop and/or InDesign), along with all supporting graphics and fonts. We prefer not to accept PDF files. Please include a hard copy printout or a PDF *for reference*.

Supplying Images

- Photographs and other highly detailed images should have minimum resolution of 300 dpi. RGB images must be converted to CMYK to avoid unexpected color shifts. Supply photoshop files with layers if possible.

Type Size and Font Requirements

- The minimum size type is 4-point type for a block font such as Helvetica Bold (or 6 point type for reverse printing) and 6 point type for serif fonts like Times New Roman (use a minimum of 8 point type for reverse printing in this case). When possible, fine serifs and thin lines should be avoided. Text must be supplied in Illustrator or Quark.

Converting Copy to Outlines

- There are advantages and disadvantages to converting copy to outlines. From a pre-press standpoint, files received in outlines have the advantage of “what you see is what you get” (there is no chance for reragging or font substitution). The disadvantage is that type changes cannot be made by our prepress department if needed. Copy set in outlines becomes un-editable. In other words, if changes need to be made, whatever is set in outlines must be reset, or the customer has to make the change and re-submit the file.

Copy Placement & Bleed

- All copy should be 1/16” inside of the dieline. Bleeds must extend 1/8” past the dieline. include crop marks with your design. This will help eliminate any guesswork on our end and ensure that you get your label proof with the dieline set correctly the first time out.

Changes to Artwork

- If changes to artwork are required and cannot be made by the artist, jobs will be assessed on an individual basis. If the given artwork can be manipulated (typesetting changes, cleaning up, resizing, etc.) it will be billed accordingly.



If you have any questions about your art file, call one of our helpful representatives at 631-242-4240