

Art Specifications

ACCEPTED SOFTWARE:

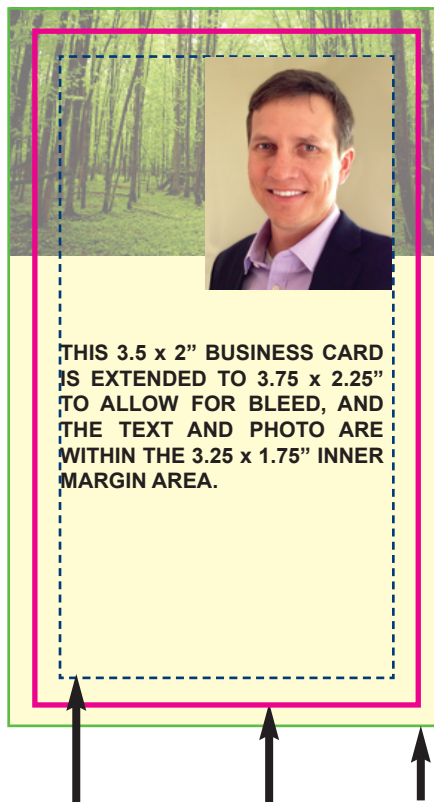
- Acrobat 8
- Illustrator
- InDesign
- Photoshop

UNACCEPTABLE FILES/FORMATS:

- Low-resolution web files (JPG, GIF, PNG)
- Faxed images
- Publisher or Word files

SIZING & BLEED INFORMATION:

For printed pieces (items such as business cards, refrigerator magnets and postcards) there must be a 1/8" bleed beyond the actual printed size as well as a 1/8" inside margin. Important text or graphics cannot extend beyond the inner margin. Please include crop marks set at your desired trim size.



THIS 3.5 x 2" BUSINESS CARD IS EXTENDED TO 3.75 x 2.25" TO ALLOW FOR BLEED, AND THE TEXT AND PHOTO ARE WITHIN THE 3.25 x 1.75" INNER MARGIN AREA.

INNER MARGIN

Don't place text or important information outside this margin.

TRIM LINE

This is the actual size of the product.

OUTSIDE BLEED

This bleed should be 1/8" beyond the trim line.

ART SHOULD BE SUBMITTED IN MAC FORMAT

For artwork submitted in other formats, please be sure to contact your sales representative or email the art department directly at art@promodeli.com – otherwise additional art charges may apply.

ACCEPTED MEDIA:

CD/DVD's – mail to 2801 B Street #102. San Diego, CA 92102
Emailed Art – email to art@promodeli.com

NOTE: Please provide all fonts and support files

PROVIDING FINISHED ARTWORK/LOGOS:

Artwork and logos should be provided as follow:

- Illustrator files should be saved as EPS. If transparency is used, please export artwork to Photoshop and save as EPS.
- Illustrator file fonts need to be converted to outlines.
- If the files are Raster Images (such as a scanned image or picture), they need to be at least 300 dpi in CMYK mode (not RGB).
- Photoshop EPS files need to be saved as 'Binary'.
- Photoshop TIFF files need to be saved as 'Macintosh Byte Order' (do not select LZW compression).

IMPORTANT – Please do not send JPEG images, as these are compressed image files and will give blurry images when output to process printing.

PROVIDING ARTWORK/LOGOS TO SCAN:

Art should be clean of any smudges or wrinkles. Art cannot be smaller than the desired printing size. Note: if we are scanning an image to use - it can only look as good as the art provided, small text and detail will look blurred.

FONTS:

Be sure to embed all printer and screen fonts when saving as a PDF file format. If fonts may be an issue, convert all file fonts to outlines before sending.

COLORS*:

For offset printing, we typically print in 4 color process (CMYK). RGB images will be converted to CMYK. For screen colors, we typically print in spot colors. If you require a specific color match for a logo, please make sure it is provided in CMYK and matches Pantone's Process Mix for that color. WE ARE NOT RESPONSIBLE FOR COLOR SHIFTS FROM CONVERTING TO CMYK.

*NOTE: Some Pantone (PMS) colors do not separate to CMYK well. If the color match is critical, a separate "spot" PMS ink may be used. Please contact a a Promo Deli representative if you have questions.

BLACKS:

Please make any large "black" areas (in logos, backgrounds, bold headlines) a "rich" black of C30, M30, Y30, K100. Small text should only be K100.