

Customer Supplied Artwork

When our customer brings in their own artwork for printing, they all must be **must be camera ready** (document that can be taken straight to press) and must have been designed to the final printing size plus bleed (if any). We, PrintOGraphics, will assume that all of the technical issues associated with document size, bleed, safe margin, DPI, halftone, fonts, format, colors, registration, color-separations, etc. have been taken care of by the designer. If the printing of the job is not correct because of any of these issues, you, the customer, will still be responsible for making a complete payment to PrintOGraphics. Our prepress department will be looking for such mistakes, but we may not be able to see them all. If we find a mistake, we will contact you to get them resolved. Our design department can fix most mistakes at the cost of \$75/hr (\$20 min) with your approval.

In addition to technical issues, there are legal concerns involved in reproducing photographs and other printed documents. Possession of a copy does not give the possessor the right to reproduce the artwork. By bringing in your own artwork, **you, the customer, certify that you have a written consent from the creator** of the artwork and take a full responsibility of artwork, holding PrintOGraphics completely blameless from any legal and financial issues arising out of reproduction.

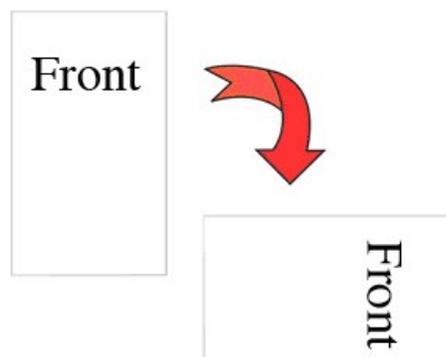
Artwork Guidelines and Tips

Designing your own artwork can be a tricky business. Below, we've arranged a set of guidelines to help you avoid costly mistakes in printing.

1. You may send us **.png, .jpg, .gif, .tif, .pdf or .eps** files. But we prefer PDFs and EPS files with outlined fonts. These two types of files are much easier to handle and will likely speed up your turnaround. Word, PowerPoint, Excel, Publisher, etc. cannot be considered as camera-ready artworks as they have a tendency to change their appearance when they go from machine to machine. We will try to convert them for a minimal charge but if not successful, we may have to re-design the artwork for a designing fee with your approval.
2. You should always save your artwork in **CMYK mode**. If you send us an RGB file, there is a chance that a color shift may occur and you may not be satisfied with your job. Spot colors will also cause color shifts. Please do not use Pantone colors unless you are requesting a SPOT color printing because, not only they may change, but often color will drop out completely.



3. We ask that you **design your files horizontal**. If you do need a vertical layout, you can rotate your final file **CLOCKWISE** by 90 Degrees to get print out with a correct rotation.



4. If you need to send us an image file, such as **.jpg or .tif**, make sure that file resolution is at least **300 DPI**. Lower resolution files will not produce a good quality printout. Typical web images are 72 DPI and will not print well, so

always try to use high resolution images in your project. Any order sent to us that has a low resolution may or may not be caught by our preflight. If caught, then your job will be placed on hold until we receive new files, slowing your turnaround; but if not then final printed material will have lot of artifacts. If you insert an image inside other format document like .pdf, .ai, etc. make sure the embedded image as a resolution of is of 300 DPI.

Low Resolution: 72 DPI
 Board Staff can design fi
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 job done right.

can print your project

High Resolution: 300 DPI
 Board Staff can design
 modify existing layouts

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5. Any transparency issue should be resolved before saving your file. For example, within Illustrator, go to Object and choose "**Flatten Transparency**" or in Photoshop, go to Layer and choose "Flatten Image".

6. All **images and fonts must be embedded or outlined/rasterized**. If not, fonts might automatically be substituted with another font resulting in a completely different layout with missing text or images and we may not know about it. If this happens customer will still be responsible for the payment of printed document.

Regular, editable text in Illustrator

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 to take care of their pr

Same text, outlined

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7. Overprints are primarily used to overlap Inks. But we suggest that you **turn all overprint objects off** before submitting your files. Unexpected results may occur if you have accidentally set certain things to overprint.

8. Unless the file is for a booklet or a multi-page document format (such as manual or report), **do not place multiple files in single document**. Put each page in a separate file, and give each file a meaningful name, such as Card-front, Card-back, etc. Jobs that need folding please indicate the front panel.

Multiple cards on the same page



Front and back in the same file



9. When creating a Spot UV template, send a separate file to show exactly where the UV coating will be placed. Use solid black where you would like the UV, and solid white where not. Colored or grey templates are not acceptable.

Document to be printed

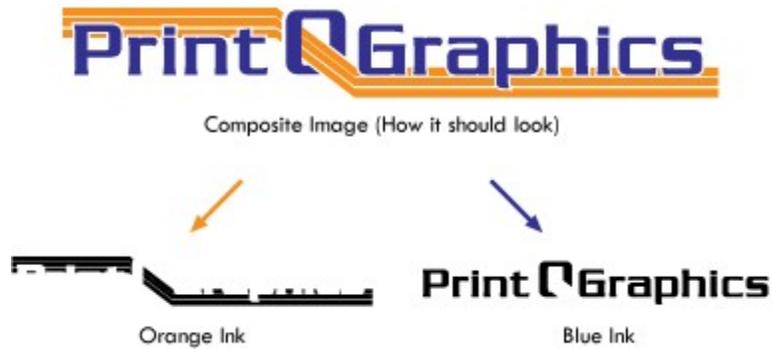
Text to be coated
 with UV Coating

Text you don't want coated

Separate document showing the UV mask

Text to be coated
 with UV Coating

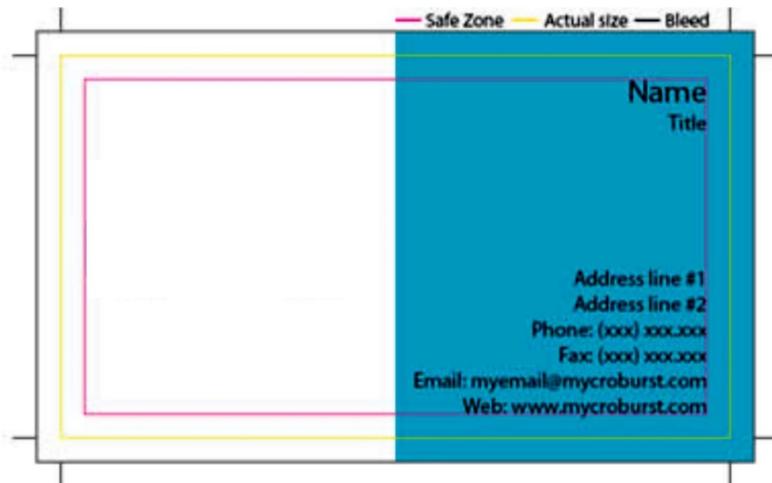
10. Artwork that needs to be printed in spot colors must be **color separated**. If a digital copy is not available, a document must be printed one color at a time on a B&W laser printer. Do not use inkjet printer. To avoid registration related issues, keep two colors more than 1/8in (0.125) from each other. Color separation is important only in case of spot color printing method and not in full color method.



11. If a document needs to be printed in silver other metallic ink or foil, it must be saved as an .eps file. Use proper pantone ink, for example 877c for silver. Make it solid & vector. Do not use gradients or rasterize the artwork.



12. The project must be sent to us in the final printing size, including any bleeds. All text and important information must be at least 1/8" away from the cut lines to avoid clippings (called safe margin). If a background image extends up to the cutoff line, a bleed (extension of background image beyond cut line) of 1/8" must be added to the artwork on each side. If a bleed is missing in the artwork, printed material will have uneven white border after cutting. If you are sending an .eps or .pdf file, make sure you include a bleed with crop marks so we will know where to cut your job. Look at the sample, the actual size of this business card is 2"x3.5" (yellow line) and crop marks (because this was a PDF file) clearly show the same. Safe zone is 1.75"x3.25" (pink line) and the document size with bleed is 2.25"x3.75" (black line) that is what we need.



13. It is OK to have a border, but we recommend not using because, if it is too close to the cut line, it may appear to be off-center slightly as we cut through many sheets at a time and we cannot control shifting of a blade. If not designed properly, borders may look uneven or disappear after folding. A good rule to follow is to allow AT LEAST 1/8" between the edge of the job (or fold) and where any text or border starts.

If you are sending multiple files, you can compress them all together into one Zip file before sending it to us or uploading onto our website. If you have any questions that are not answered here, or would like clarification on anything, please feel free to give us a call at 972.240.7979.