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Guidelines for Digital Art files:

- Supply digital artwork in any version of Adobe Illustrator, Freehand, or InDesign.
 - Supply linked or embedded images
 - Supply fonts or outline fonts
- For proper film output and trapping, please supply artwork in a vector file format. Photoshop files work well for online proofing, but do not allow for file manipulation.
- Send a hard copy of the digital file.
- Spot colors should be listed in the file and should be designated using the Pantone Matching System.
 - RGB and CMYK colors will not print as spot colors.
 - PMS colors from different Pantone Libraries will output as separate plates.
 - Full color files should be converted to CMYK from RGB.
- Greyscale images (TIFFs) should have a resolution of 300 DPI.
Bitmap images should have a resolution of 1200 DPI at 100% of size. (If a bitmap image is enlarged, the resulting resolution is reduced and often too pixelated to print).
- List and supply all fonts or convert fonts to outlines. MAC and PC fonts are not compatible, so all fonts in PC files must be converted to outlines for proper output.
- Supply files on CD or send via email (please mail or fax hard copies to accompany emailed files).
- Include all supporting files, i.e. TIFFs and EPS files. Do not embed graphics.
- Measurement requirements: Type size no smaller than 5 pt., preferably bold.
Screen values of no less than 8% and no more than 85%.
Rules need to be a minimum of 1/2 pt.
Trap is determined on a case by case basis; call for info.

Please contact our art department, by phone or email, with any artwork concerns.
Thank you.