

Recommended Guidelines for Supplied Art

- We encourage all customers/designers to contact our prepress department with any questions or concerns before creating any artwork. Phone Number: 518.237.1436
- All artwork should be supplied with complete color break and die line.
- If files are supplied on a disk, printouts must accompany them along with a completed Art Submission Form. If supplied electronically, a PDF must accompany the files along with a completed Art Submission Form.
- Layered Adobe Illustrator CS or CS4 files are the recommended format for all supplied art. We can also accept Adobe InDesign CS4 files.

Please keep in mind that in our process, a conversion to Illustrator CS *must* take place. In rare cases, the conversion process can create errors in the art.

- All foreground elements should be .0625" from all die cuts, .0468" minimum.
- Backgrounds should bleed a consistent .0625" from all die cuts.
- External (linked) graphics should always be included. Avoid embedding these graphics whenever possible. Graphics should be at least 300 dots per inch at 100% of their original scanned size. Any increase to the dimensions of an external graphic in Illustrator will decrease its resolution and therefore art should be scanned with this in mind.
- Keep as much of your art vectored as possible (ex. type, logos, spot color objects and linework). *Vector graphics* use geometrical points to create objects such as lines, curves, and polygons. It is used by contrast to the term *raster graphics*, which is the representation of images as a collection of pixels or dots. Objects created in Illustrator are mostly vector while Photoshop is raster oriented.

The resolution of a vectored object is entirely output-device- dependent. Our platemaker outputs at 2540 dots per inch. The resolution of a raster image depends entirely on the resolution at which it was created. In most cases this is 300 dots per inch. This is fine for artwork and photographic imagery but not conducive to type and linework which, if vectorized, could image at 2540 dpi.

- Fonts should be included (if Mac OS X based) OR they must be converted to outlines/paths.
- 4 point is the recommended minimum size for text.
- Positive print should be limited to 1 spot color, at 100%, whenever possible.
- Reverse type knocked out of 2 or more colors should have an outline (holding rule) of .75 points added around text to aid in registration and clarity.
- Gradients should be designed using 1% as the minimum dot/percentage held.
- If using transparencies or effects in Illustrator, an explanation of the printing intention must be included. In most instances, any transparencies or effects in Illustrator convert automatically to 4-color-process. If this is not the intention of the designer, then we as the printer need to know.
- All designs printing on clear or metallic substrates must indicate if white ink is to be used and where.
- Colors designed to "appear" as visual solids, especially lighter colors, should be created as a spot color whenever possible as opposed to being made out of process.
- All trapping will be done by Macaran Printed Products prepress department.