

Art File Guidelines

In order to expedite your print job, please take a moment to read through and understand this form. Art files may be emailed to: art@epsofnv.com, uploaded on our website, or provided on disk.

Please provide

- a hard copy of job (b&w or color laser) at 100% (or mark size of lasers if enlarged or reduced)
- a printout of contents of all disks provided (this ensures all elements have been provided)

Programs: MAC: • QuarkXpress 6.0 • Photoshop CS2 • Illustrator CS2 • In Design CS2
PC: • Photoshop CS • Illustrator CS
PDF: This is the preferred format of files, saved in High Resolution

- Fonts:**
- Customer **MUST PROVIDE ALL FONTS**. Adobe fonts are preferred. (Be sure to provide all components for each font: afm, post script, screen)
 - EPS art files: Convert fonts to outlines so fonts are not required.
 - If PC file must be converted to MAC, please indicate MAC font substitutions.

PLEASE NOTE: DO NOT USE PSEUDO VERSION OF FONTS!

(Choosing italic, bold, etc. in measurement palette.) **THEY MAY NOT PRINT CORRECTLY.**

- Images:**
- Color: Must be CMYK. Please convert all RGB images to CMYK.
 - Color or B&W: EPS or Tiff format (Provide original layered files as well as flattened copies.)
 - High Resolution: Must be 300/350 dpi for proper film printing.
 - FPO Images (*For position only*): Any images that we will be replacing with our high res scans should be marked as such.
 - Placed Images: Must be 100% or lower in document.

- Color:**
- 4 Color Process: CMYK
 - Spot Colors: Please indicate Pantone Colors used. Delete unused colors from documents.
 - Process Colors Representing Spot Colors: (BLACK = Black, CYAN = PMS 300, MAGENTA = PMS 180)
 - Convert Spot Colors to Process
 - Convert images or art to match colors in document (Example: 4 color logo needs to be 2 spot colors for a 2 color job, color images need to be black & white for a one color job)

- Documents:**
- Document should be built at 100%.
 - Job size and document size are the same. This ensures proper crop and registration marks.
 - **DO NOT EMBED** graphics, photos, type or colors in document. This creates huge documents and creates problems when printing. Always provide each individual file for ALL placed, pasted, or imported elements.
 - Include and indicate folds, scores, varnishes and bleeds (1/8") .
 - **DO NOT** nest EPS files. Place photos and graphics in layout document.
 - Die art? Draw die art in art program, then place in document to show positioning. (Be sure to draw folds, scores, cuts, capacity scores, BC slits, etc.)