



CUSTOMLINE

Promotional Products • Brand Recognition • Graphics and Print Design
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Promotional Products and Printing

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Boulder City Chamber of Commerce*

Artwork Guidelines

If you don't understand the following, don't worry - give us a call and one of our team of print experts will guide you through it - or save you the worry and design the artwork for you.

IMPORTANT - The prices quoted are for "print ready" artwork only, unless stated otherwise. If our design team have to adjust your file in any way (e.g. resize, rotate, adjust color, make changes, etc.), there will be an artwork charge to be determined by each individual project. To ensure your file is "print ready" and avoid any extra charges, please review and ensure your artwork meets the following requirements before uploading your files.

FILE FORMAT - We accept artwork as "**print ready**" only if it is in a hi-resolution PDF format is ideal; completed working files are acceptable. PDF is the preferred format as it will keep your text nice and crisp. The PDF must be saved with outlined and embedded fonts and graphics. Ideally, Adobe InDesign and Illustrator are the two programs to create your print design in work in. Photoshop is not a print design program so note if you provide this file format the file size will be quite large and there may be problems that would incur additional charges to make print ready or depending on what is provided possibly re-create in one of the other design programs which could be costly to have our graphics department. There are many manipulation tools that allow you to save or print your artwork to PDF format, but that doesn't make it print ready; printing presses (sheet, web, digital, etc.) are different from your standard laser or ink jet printer. Microsoft programs such as word, publisher, etc. are not acceptable file formats it must be a graphic design program or our design team will need to re-create in a design program to make print ready and a fee will apply.

RESOLUTION - To ensure your files print clearly all artwork including images must be supplied at a resolution of at least 600dpi, some 300 dpi files or graphics may be accept but will need to be reviewed to determine in pre-press. Anything lower than 300dpi will result in blurry, bitmapped or pixelated print (even some 300dpi can cause this lack of crisp print).

NOTE: Images used from the web are 72dpi and although they look fine on screen they are not suitable for full color printing; press printing.

COLORS - Depending on the application the color productions will need to be compatible with the printing process; 4 color process (full-color printing) is **CMYK** (Cyan, Magenta, Yellow and Black) is an industry standard formula designed to give the most precise color reproductions. Then there is 1-color, 2-color, 3-color printing that is using Pantone, Spot or RGB (commonly Web colors). Your files must comply with your project.

NOTE: The colors on your screen and from your printer are not necessarily the same colors that will come out on a printing press. Our Print Workflow uses technology not commonly available to home/office printers or monitors and is calibrated and maintained to a recognized industry standard (ISO / FOGRA). **As such your printer or screen should only be used as a guide for the layout, content and design and not to accurately proof a color.**

FONTS - Due to the vast number of different fonts, all fonts used must be embedded or outlined before sending us the final artwork. Failure to do this could result in an alternative style being used automatically.

BLEED - Bleed is used when any part of an image, background, color or line is to print the very edges of the finished product. For example if you wanted the background of a business card to be red, the color must bleed past all edges. If not due to minor variations in printing and trimming, white lines could be seen on some or all of the edges. The standard bleed requirements are 1/8" to 1/4" all round, depending on the project.

TEXT - All text must be a safe distance from the edge, a minimum of 4mm is recommended. Due to minor variations in printing and trimming, cutting can shift 1/16" of an inch either way.

ARTWORK SIZE - Please refer to the sizes specified by the individual product specifications. Please remember to add 1/8" (or the requested bleed requested on that project) to the finished artwork size to allow for bleed on all edges and put in the crop marks of where you want the job to be cut/trimmed to size.