



Art Department

Guidelines and acceptable formats

Please submit art at least 2 weeks from your due date.

This will allow us time to work with you in case of changes or errors. Don't take for granted that art on a disk is all correct! Failure to follow these instructions may result in delayed orders, additional charges, or unexpected/unwanted results!

Preferred:



Corel Draw X3



Adobe Photoshop CS2



Adobe Illustrator 10 .ai or .eps

RGB, CMYK, or Pantone

(please leave colors in their native format, do not convert RGB to CMYK or vice versa)

300 dpi

Actual size of print

Convert text to outlines -or- include fonts on disk

(see guidelines below)

Acceptable:



Adobe Acrobat .pdf

TIFF or other high-res raster image:
bmp, gif, png, jpeg
(uncompressed)

We use PC computers but can usually open Mac disks. Please allow additional time for a Mac format disk, in case of errors.

Unacceptable: Quark or Freehand files, Adobe Illustrator CS1+, Adobe InDesign, Faxed art, small logos designed for websites

You may send: CD, DVD, E-mail, USB Flash drive, floppy or ZIP disk.

Also include: Color proof of your art. This may be a printout or a lower resolution jpeg of the design to go along with high-res art.

Fonts:    TrueType, Open Type, Adobe Type 1

Include all fonts used in the design. You may also choose to convert all text in the design to outlines if the fonts cannot be sent. This will also help to ensure that your art looks as expected. To do this, first select all text objects, then...

CorelDraw: Arrange menu > Convert to Curves

Illustrator: Type menu > Create Outlines

Mac fonts: Save the entire font suitcase in a Stuffit or Mac Binary file before sending
Read this webpage for detailed instructions: <http://www.sketchpad.net/macwinfontsintro1.htm>

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