

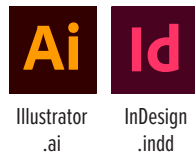
Digital Art Requirements

Please read the following art specifications carefully.

1

Programs:

We only accept art files created in Adobe® Illustrator, InDesign, Photoshop or saved as high resolution Acrobat PDFs.

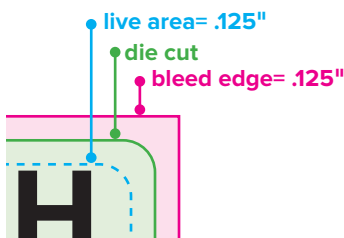


Artwork created in **Canva** or **Microsoft Office** programs such as Power Point, Publisher, Excel or Word will **NOT** be accepted.

2

Layout / Bleeds:

A **.125"** bleed is necessary for all inside and outside die cuts. Images and text that don't bleed should be .125" inside die cuts.



3

Color:

Provide all artwork in **CMYK** format.

- RGB files will be converted to CMYK prior to printing and can have unexpected results.
- Unless specified as a job requirement, all SPOT colors will be converted to CMYK prior to printing.



CMYK
4 color process for print



RGB
3 color for screen



SPOT Color
Specially mixed inks identified by a number (Pantone (PMS) Matching Color System)

NOTE: When using white or light colored text against dark backgrounds, avoid using small point size or "thin" style fonts. Choose a "bold" font instead.



4

Images/Graphics:

Scans, Images and Photos: **Must be at least 300 dpi at actual size.** Save as a CMYK .tiff or .eps file. Provide a layered Photoshop (PSD) file in addition to any flattened TIFF or EPS files used in the layout. Any rotation, skewing or distortion of files should be done in Photoshop to expedite postscript output.

All images should be **"LINKED"** rather than **"EMBEDDED"** so needed adjustments can be made. Send linked files when artwork is submitted.

Variable Images: For jobs with variable images, image file names and names in the data file **MUST** match. Failure to do this will delay production of the job.

Variable image file format: JPEG, TIFF, EPS, or PDF only.

5

Fonts:

- Be sure to only use **Open Type** or **True Type** in your designs. **Adobe has ended support for Type 1 (PostScript) fonts.**
- Avoid using text as raster images unless special effects are being used. (See page 2 for more about rasterized type.)
- Include **all fonts** when you send your job or convert (flatten) all text in the document to outlines. (Note: converting text boxes to outlines makes the text uneditable.)

6

Print Ready Files:

Package art files in a folder that includes **ALL** of the following:

- Original document (.ai, .indd, .psd etc)
- All linked image and graphic files used in document
- All fonts used in document
- Low resolution PDF for comparison

Press Ready PDF: If a PDF is the only means you have of providing art and/or the art file contains no variables or only mailing variables, convert all fonts to outlines and specify when spot color printing is desired.

When exporting PDFs from InDesign or "Save as PDF" in Illustrator, use the Adobe PDF preset "HIGH QUALITY PRINT".

7

File Transport:

Send your art files in a compressed zipped (.zip) folder via:

File Sharing Service (preferred method): Ask your customer service rep about uploading your files to our **ShareFile** account or send your art files via Hightail, DropBox or similar file sharing service.

E-Mail: Compress and make sure the file size is below 20Mb.

NOTE: Any edits/corrections to art files provided to SSI Cards will result in additional charges that will be included on final invoice.

Vector vs. Raster

What's the difference?

VECTOR

A vector file is composed of points and lines. This type of rendering style produces a much cleaner image with a much smaller file size. This is a good file type for logos and trademarks. Some popular software programs that produce vector files are Adobe Illustrator and CorelDraw.



RASTER

Raster files are composed of pixels, or small colored squares. This is the file type most digital photography is composed of. Vector files are not capable of producing the generous number of colors that help to create depth and shading. A popular software program for producing raster files is Adobe Photoshop.



A little about type in Photoshop

Photoshop is a wonderful program that in the last few years has expanded the capabilities of the designer tremendously. But it is not the place to set type. When working with type the objective is to have clear crisp letters that the audience will be able to easily read. Unfortunately Photoshop is incapable of producing this kind of lettering. The only exception to this should be when you are applying effects to DISPLAY type in Photoshop, such as bevelling, embossing, inner glows etc. These effects should not be applied to regular body copy.

Hello
Hello
Hello

As we explained above Photoshop renders files as small squares of color. When type is set in Photoshop it too is rendered of those same small squares.

When that file is then sent to the printing press it is converted to small dots of black and white. These dots will cause the type to look fuzzy and gray.

It is best to set type in a page layout program like Quark or InDesign where it will be sent to the press as vector information. Adobe Illustrator too is an acceptable program for setting type.

Bleeds, Buffers & Die Lines

When laying out artwork for die cut cards, it is important to keep in mind how they are produced

Production:

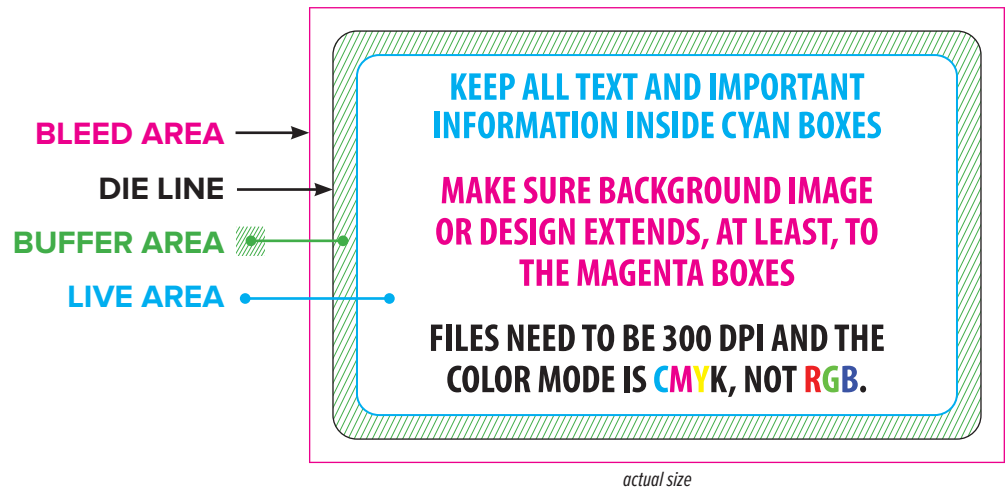
Digital files are ripped to a digital press and printed on paper or Teslin®.

After the printed sheets are laminated, they are die cut to the finished shape and size. Slight shifting may occur during die cutting so it is important to include a:

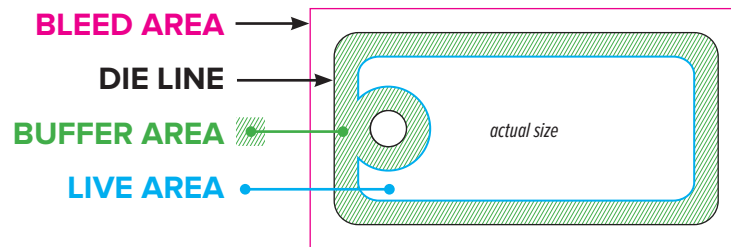
0.125" (1/8 inch) BLEED-background art that extends beyond the die line

0.125" (1/8 inch) BUFFER. The buffer is the space between the die line and the **LIVE** area. Important text or logos should not be in **BUFFER** area because they run the risk of being cut into during die cutting.

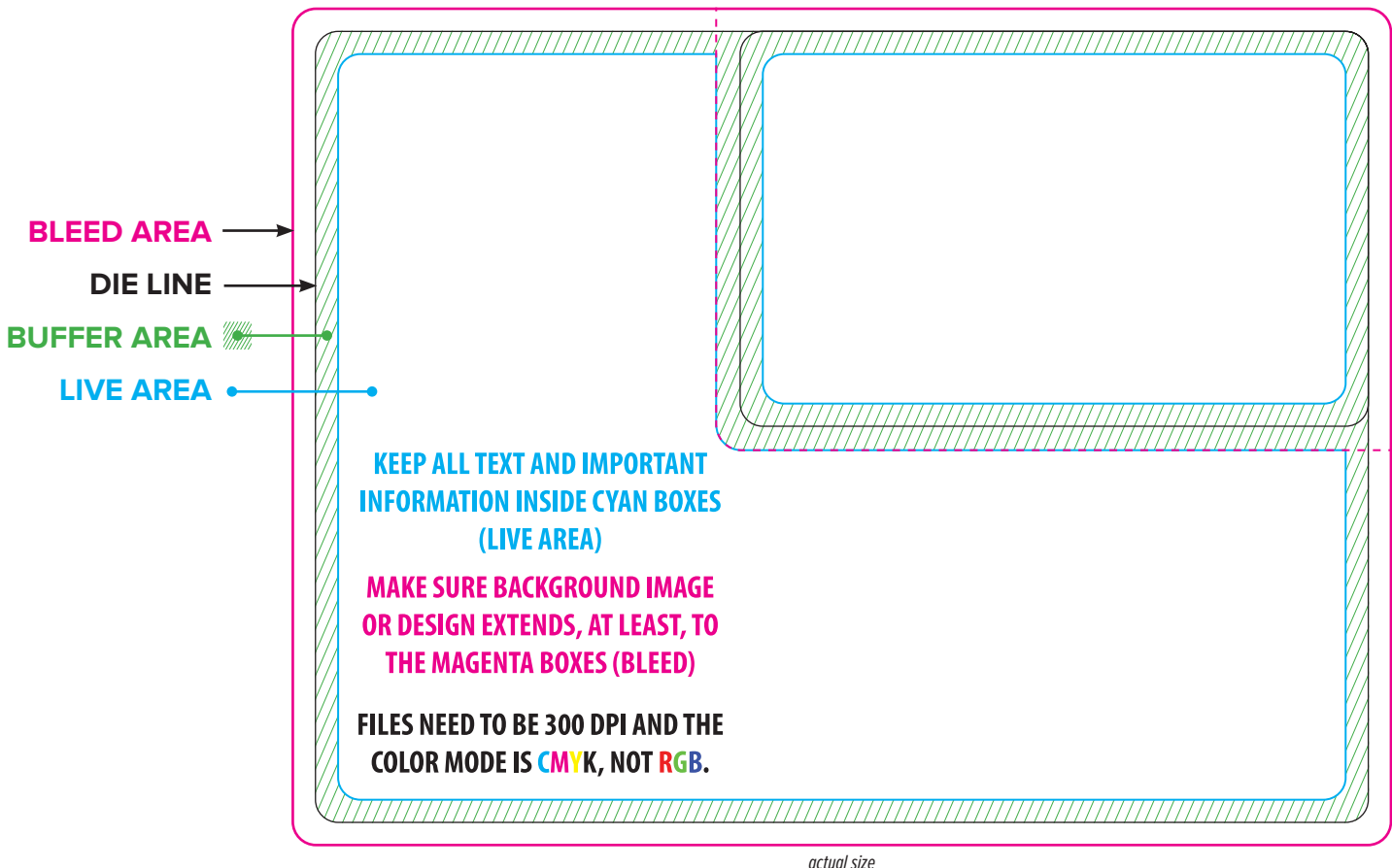
EXAMPLE OF A CREDIT CARD SIZE CARD



EXAMPLE OF A KEYTAG



EXAMPLE OF A POSTCARD



Bleeds, Buffers & Die Lines cont.

Examples of correct and incorrect layouts

CORRECT



INCORRECT



NOTE: We do not print the die lines so make sure they remain in the DIE LINE layer in the art template AND make sure the art is built in the ART LAYER.