

Artwork Requirements

Our staff is available to assist you with your files so we can meet your time, quality and budget demands. It is always a good idea to touch base with us before starting the project or before bringing your project to us for production. Files not prepared properly for production will be subject to design charges.

Resolution

Resolution, also known as DPI (Dots Per Inch) or PPI (Pixels Per Inch), can be described as the number of dots that fit horizontally and vertically into a one-inch space. Generally, the more dots per inch, the more detail captured and the sharper the resulting image. The optimum resolution for all files is 300 dpi or 600 dpi for line art or text at the size it is placed.

Photoshop

To see if your file has the proper resolution in Photoshop, click on Image > Image Size. View the resolution section. The resolution should be set to 300 dpi.



Acrobat

To see if your file has the proper resolution in Acrobat, set your view to 300%. If your artwork appears pixelated beyond this point, then your artwork is low resolution. If your artwork appears pixelated beyond the 300% view in Acrobat, then this is an indication that your file is low resolution. If your artwork appears crisp at 300%, then this is a good indication that your resolution is print ready.

CMYK Color Mode

Color mode must be in CMYK to be a print ready file for full color production. If file(s) are submitted using any other color mode, such as RGB or Pantone, the file(s) will be converted to CMYK during preflighting. Conversion from one color standard to another may result in a color shift or colors dropping out. OEX will not be responsible for undesirable colors stemming from residual RGB images or SPOT colors used in CMYK production.

Rich Black

In 4 color process printing large areas of black can appear thin or washed out due to only one layer of ink being put down. To compensate for this, 'rich black' should be used for large black solids. OEX specifies a formula of 40% cyan, 30% magenta, 20% yellow and 100% black to produce a neutral rich black.

Black Text

Type is another matter. To assure clean appearing black text, type less than 36 points high should be sent as black only (100% K) with no other color mixed in. Even for typefaces over 36 points, rich black should only be used where the face is bold or blocky. Type to print in colors other than black does not have any special requirements.



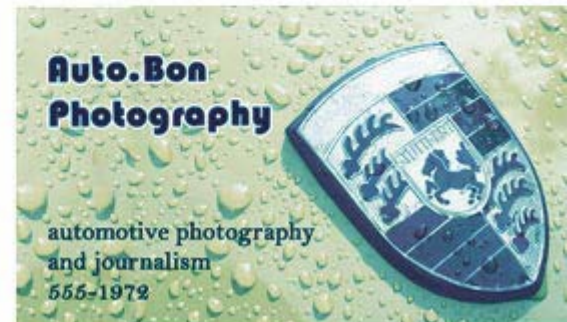
RGB

What you see on the monitor RGB format



CMYK

Your card printed in CMYK format



Fonts

All fonts used must either be turned to outlines, flattened, embedded or supplied with the job files.

Transparency Issues

Transparencies and other raster effects, such as drop shadow, may cause print issues—especially when used on a background of color. We recommend transparencies be flattened and the fonts outlined. Not flattening transparencies or outlining fonts may result in some text/graphics dropping out from your artwork or ghosting fades on background colors.

Bleeds and Crop Marks

The document size for a product without bleeds should match the finished size of the product. Example: a 4" x 6" postcard with no bleeds would have a document size of 4" x 6". For products with bleeds, you should allow 1/8" beyond the trim on each side. Example: an 8.5" x 11" sheet with bleeds would have a document size of 8.75" x 11.25". Live matter should be positioned .25" in from trim (this is also known as a trim safety area). We do not require printer marks or color bars on your document, but please include cropmarks.

Problem Artwork



Bad File

Text in the safety area will be trimmed off

Print Ready Artwork



Good File