

FILE SUBMISSION GUIDELINES



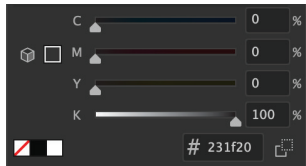
The following is a guide intended to assist our clients in preparing their files for letterpress, foil, emboss/deboss, or die cutting.

Quoted prices are based on files that meet these standards. If our pre-press department needs to make an adjustment such as adding bleed, re-sizing, color adjusting, or type changes, there will be additional charges. **Changes will never be made without your approval.** If you have any questions about the following, please contact your sales representative.

Color

- Always use either 100% Black (K) or 100% C, M, or Y values of CMYK color (cyan, magenta, green, etc.)

Black (100% K) - Yes



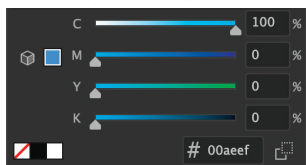
Pictured are examples of an acceptable and unacceptable CMYK black. The C, M, and Y values must be 0%.

Full 100% of all colors is not desired by die-makers.

Black (100% All) - No

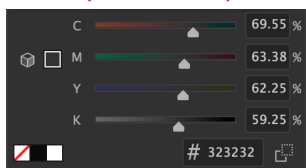


Color (100% C) - Yes



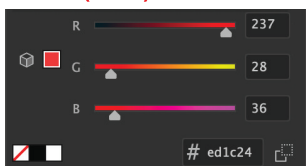
Using solid colors is helpful if your project has multiple foil colors, a combination of foil and embossing, cutting, scoring, or other processes that require differentiation. For a single process, please use 100% K.

Color (CMYK Mix) - No



Please note: CMYK is not the default for most software. Always check that you are in CMYK Color Mode.

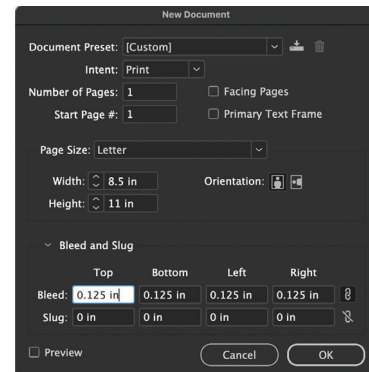
Color (RGB) - No



Size

- Submit art to exact size
- Do not include crop marks, color bars, or other printer marks

Sending your PDF in the actual file size ensures the final product is trimmed and finished correctly to your specifications. When printing with bleed, you should export your file utilizing the document bleed settings, rather than manually adding it to the final file size.



For die strikes, please ensure your line weight is between 0.5 pt and 1 pt and set to a solid color as specified in the Color section.

0.5 pt Magenta Line Segment - Good

1 pt Cyan Line Segment - Good

Rectangle of Unknown Color - Not Good

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Recommended File Formats

- Flattened PDF (PDF/X-4 profile), Adobe Illustrator



Properly prepared PDFs maintain your color profile and are classified as "press-ready." We also accept native Adobe InDesign* and Illustrator files, but additional costs may apply. Please be sure to check your proof carefully when submitting native files, as unintended changes can occur.

Raster files such as JPEGs and PNGs exported from programs like Adobe Photoshop and Canva that are not saved as vectors are accepted but must be at least 300 dpi resolution.

- * Be sure to include fonts as well as all linked files with the Package function, and save as an .idml file.

Files that are prepared correctly will produce more accurate color, eliminate missing fonts or images, and decrease your production time. Overall, proper file preparation allows you to create quality and consistent product at a reasonable price.

Letterpress Submission Guidelines

- PDF created in either InDesign or Illustrator
- Separate colors into individual layers
- Use PANTONE colors only; no CMYK or RGB
- Make each printed piece or job a separate document
- For letterpress art, line widths must be at least 0.25 pt
- Type smaller than 6 point may not reproduce well



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