ARTWORK GUIDELINES

ACCEPTABLE FILE FORMATS

Architectural Printing

PDF files are printed at no additional charge.

DWG & DWX file are accepted, but must be converted in a multi-step process using AutoCAD. A $10 conversion fee is charged per file.

Small Format Printing

To ensure the fastest turnaround and avoid prepress fees, please provide print-ready PDF files for the following types of jobs:

- Business cards & Stationery
- Flyers & Brochures
- Rack cards & Postcards
- Folded cards
- Booklets
- Labels & Decals

Files that are not provided as PDF or are not print-ready may incur prepress fees to prepare for print.

A $10 fee per file is charged for TIFF, PNG, JPEG, EPS, PSD, Microsoft Word and single page Excel documents. A $20 fee per file is charged to convert InDesign, Illustrator, Quark, Powerpoint and multi-page Excel documents.

Large Format Digital Printing

High quality PDF and EPS files are preferred, as they are more suitable applications for large format printing. TIFF, JPEG and PNG files are also accepted.

Prepress time will be charged if files need to be fixed or altered to meet guidelines. When sending files, please be sure to include all support art (fonts, linked images, etc).

Please note that Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. Photoshop is preferred when creating these special effects.

FONT SPECIFICATIONS

Fonts must be converted to outlines. If fonts are not created to outlines, please provide OpenType, TrueType or both the screen and printer Postscript font files. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

COLOR SPECIFICATIONS

Full color graphics are printed as CMYK format. Please send files with a CMYK build. Unexpected color shifts may occur if your file is provided as RGB, especially when printing black.

If Pantone colors need to be matched please specify and we will do our best to match according to the Pantone/CMYK conversion chart. All critical Pantone colors need to be called out in the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified.

Prepress time will be charged to correct Photoshop files. If color matching to existing graphics, we will need those on hand for review.

Orders without indication of Pantone colors or requested hard copy proofs are NOT guaranteed for color.

RESOLUTION

Small Format Printing

All raster files (either print files or linked files) must be at 300 pixels per inch at 100%.

Large Format & Banner Printing

All raster files (either print files or linked files) must be at 150 pixels per inch at 100%.

Giclée & Epson Printing

All raster files (either print files or linked files) must be at 300-350 pixels per inch at 100%

Resampling or upsampling images results in image degradation. Upsampling refers to setting the new resolution higher than that of the original image. This increases the pixel count, but does not add the sharp detail needed for a quality print.

It is best to produce graphics using vector type in programs such as: Illustrator, InDesign and Quark. Once flattened, type in Photoshop will be rasterized and become blurry. Alternatively, Photoshop will retain sharp edges of vector (editable) type when saved as Photoshop PDF.

We are not responsible for poor quality of low resolution files that appear blurry or soft.

SUBMITTING ARTWORK FILES

Please send files directly through our website: newenglandrepro.com/upload

Files are also accepted by Email (up to 5MB), DVD/CD and Flash Drive.

BLEED SPECIFICATIONS

Different printing processes may require different bleeds. Please refer to graphic template for specific information.

Business cards – ³⁄₁₆"
Stationery – ³⁄₁₆"
Brochures & Flyers – ³⁄₁₆"
Labels & Decals – ³⁄₁₆"
Folders – ³⁄₁₆"
Adhesive vinyl – ½" bleed
Posters – none
Mounted Posters – ³⁄₁₆"
Banners – none

MARGIN SPECIFICATIONS

Margins refer to the amount of distance inward from a folded or cut edge. The smaller or closer a margin, the more obvious it is when the margin varies after cutting or folding.

Below are the minimum recommended margins for popular products.

Business cards – ⅛"
Stationery – ³⁄₁₆"
Brochures & Flyers – ³⁄₁₆"
Posters – 1"
Banners – 1½"
Labels & Decals – ⅛"
Folders – ³⁄₁₆"

PREPRESS, LAYOUT & DESIGN

Our experienced designers and prepress staff can help prepare your files so they print as intended. We can build your art from scratch or work with your existing files. We support the following applications:

- Business cards & Stationery
- Adobe InDesign CS6 and below
- Adobe Illustrator CS6 and below
- Adobe Photoshop CS6 and below
- Adobe Acrobat X
- QuarkXPress 8
- Microsoft Word
- Microsoft Excel
- Microsoft Powerpoint

TEMPLATES ARE AVAILABLE ONLINE AT NEWENGLANDREPRO.COM

Questions? Contact Us!

New England
Reprographics 80 Mid Tech Drive, West Yarmouth, MA 02673 | 508.790.1114

WHAT IS PRINT READY?

PRINT READY IS A TERM USED TO MEAN THE SUBMITTED PRINT FILE MEETS THE CRITERIA FOR YOUR INTENDED PRINT METHOD.

FACT: Printers love receiving print-ready files because it increases production.

FACT: Excellent printing can't save low-resolution images, uneven margins and poor color conversion. We look good only when you do!

CORRECT FILE FORMAT

Check the preferred file format for your specific print job. You can be guaranteed PDF is universally acceptable. Most files can be converted, exported or saved as another file type, but nominal charges may apply to do so.

COLOR SPECIFICATIONS

Pantone/Spot Colors

If printing with PMS colors the file must be assigned the correct Pantone color. If using Pantone 302, the document would specify Pantone 302 C.

A document containing both 302 C and 302 U would not be print ready. Essentially this would be interpreted as two different colors which would create two different plates.

CMYK/4-Color Process/4CP

If printing in CMYK, all colors must be converted to CMYK. The file cannot contain RGB or Pantone colors.

Files created using RGB must be carefully checked to ensure blacks are set to 0/0/0/100 (pure black) and not the default CMYK conversion of 75/68/68/90 which would result in a dull/grayish rich-black.

Type created as a rich-black may also apply blurry. It is best to make text 100% black for optimum output.

100% K   **RGB 0/0/0**

RESOLUTION

Using high quality images is crucial for a quality print. If it looks blurry on screen at 100% magnification, it will likely print blurry.

You will either need to buy, find or create a better image for printing. We can often recreate logos or text for crisp output which greatly improves your print quality. The low file size and scalability of vector graphics are ideal for large format graphics.

HIGH LOW

FONTS

Fonts can easily become problematic even if they look fine on your computer and even print on your officejet. However, we may have issues if the font isn't embedded properly. You will need to provide the font used for accurate output.

This is especially true with Microsoft Word and Excel files. The program doesn't offer many of the features needed for print production and additional prepress may be needed to ensure the file will print.

Creating outlines will prevent many problems, but that's best for large single-page documents.

Multi-page documents may require editing if the problem persists.

BLEED SPECIFICATIONS

If your artwork and specific print method require a bleed, it's crucial to production. The areas outside the crop marks are trimmed off with a large guillotine cutter. Without bleeds even a ⅟₃₂" of white would be noticeable.

MARGIN SPECIFICATIONS

Most pieces look best when they have even spacing around the edge. Of course, if it's designed to vary, that's different. However, it's usually better to 'color within the line' when it comes to margins.

Be sure to know where your folds are and keep enough distance from those also. Download a template for trifolded brochures to know exactly where the folds will be.

PAGE COUNT

Bound documents require special attention to page count. Spiral, wire-o, post, GBC and perfect binding usually require page counts divisible by two.

Saddle stitched and larger press runs may need page counts divisible by four. An 11x17 sheet folded in half to 8.5x11 will have four pages.

Remember to count your front cover, inside front cover, back cover and inside back cover when determining page flow.

PAGE SETUP

We request all artwork to be setup to 100% size. (a few exceptions apply to very large banners) The PDF document should measure the final cut size of your document plus applicable bleeds.

DO NOT place artwork on a larger page.

DO NOT outline the edge of the image.

PLEASE provide bleeds and crop marks

PLEASE provide as single pages (not multiple up)

FRONT BUSINESS CARD
BACK BUSINESS CARD

FRONT BUSINESS CARD
BACK BUSINESS CARD
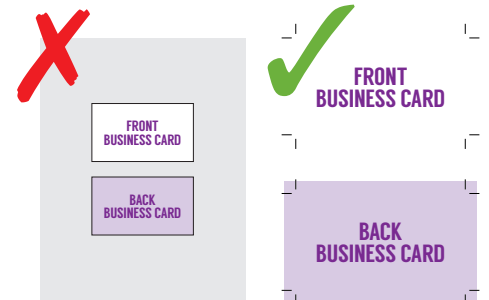
FOR MORE INFORMATION REFER TO ARTWORK GUIDELINES, DOWNLOAD TEMPLATES & ASK QUESTIONS