Artwork Submission Guide

In order to assure *accurate reproduction* of your artwork, there are certain things that you must be aware of.

1. **Artwork must be in a vector format** such as that created in mainstream software packages such as Adobe Illustrator, CorelDraw and others.

2. **Preferred file format is PDF** which most professional software programs are now able to export to. EPS/AI are also acceptable but these file formats must be exported to be compatible with PC.

3. **All text (fonts) must be converted to shapes/curves.** When exporting to a PDF there is a setting to have this done automatically in the exporting process, otherwise this can also be done in the vector art software. This ensures your font(s) will be rendered as intended.

4. **For artwork with more than one color,** there must be a 2 point trap* where colors meet each other.

   ***Note:** "Trap"* on a press is the ability of a printed ink to accept the next printed ink compared to how well paper accepts that ink. Registration is when you line all your printed images up over one another. Trapping is a term most commonly used in the pre-press industry to describe the compensation for mis-registration between printing units on a multicolor press. This mis-registration causes unsightly gaps or white-space on the final printed work. Trapping involves creating overlaps (spreads) or under-laps (chokes) of objects during the print production process to eliminate mis-registration on the press.*

5. **Do not embed bitmaps* in your PDF file.** Bitmaps require special handling will result in additional art charges for any conversion that needs to be done.

   ***Note:** High resolution bitmaps are acceptable for full-color, digitally printed projects however.*

6. **Send** all artwork at high resolution.

Standard PMS Color Selections

PMS 2757C	PMS 288C	PMS 290C	PMS 298C	PMS 5405C	PMS 648C
PMS 327C	PMS 3435C	PMS 348C	PMS 351C	PMS 369C	PMS 375C
PMS 5555C	PMS 575C	PMS 4515C	PMS 872C	PMS 102C	PMS 1685C
PMS 4526C	PMS 491C	PMS 195C	PMS 208C	PMS 227C	PMS 159C
PMS 1795C	PMS 485C	PMS 234C	PMS 072C	Rubine Red	Warm Red
Reflex Blue C	Cyan Blue C	Process Blue C	Yellow C	Orange C	Black C