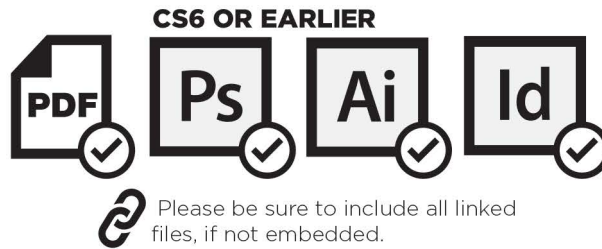


GRAPHICS

ARTWORK GUIDELINES

ACCEPTED FILE FORMATS



IMPORTANT:

We **DO NOT** accept files built in versions of
QUARK XPRESS  COREL DRAW

FONT SPECIFICATIONS

Fonts must be
CONVERTED
to **OUTLINES**



If fonts are not converted to outlines please provide

OPENTYPE
or
TRUETYPE
PC COMPATIBLE PREFERRED

If changes need to be made in the file, please also provide the



OFFSET VS. DIGITAL

DIGITAL PRINTING  **SHORTER TURNAROUND** 

MORE CONSISTANT END RESULTS THAN **OFFSET PRINTING**

DIGITAL PRINTING

DOES NOT PRINT PMS and RGB colours

PROOFS

E-PROOFS 
ARE FOR **LAYOUT PURPOSES ONLY**

WE OFFER

 **PRINTED PROOFS**
FOR **COLOUR** 
AND IMAGE
 **QUALITY CHECK**

CHOOSE BETWEEN A


REDUCED SIZE PROOF  **MAGNIFIED PROOF**



COLOUR SPECIFICATION

All files are printed as

CMYK

Please send files that are a CMYK build. 

If Pantone Colours are needed please specify the Solid Coated number to your sales representative and in your file

PANTONE® Colours



Because we print in CMYK, WE **CANNOT MATCH PANTONE COLOURS PRECISELY.**

Some PMS colours such as fluorescent and metallic cannot be matched.

WE WILL MATCH THESE COLOURS AS **ACCURATELY AS POSSIBLE TO THE CORRECT MEDIA.**

Please feel free to submit catalogues, brochures, printed proofs, and etc. to use for colour reference.

RICH \$\$ BLACK

Different substrate and printers require their own colour build for rich black. Below are the accepted colour builds for our printer.

ALL SOLVENT MATERIALS

50/50/50/100

ECO-POLY DISPLAY

80/80/80/100

POWERFLEX

40/40/40/100

OUTDOOR MESH

100/100/100/100

PLEASE NOTE:

It is your responsibility to proof read all your text, images, and etc. Please check the proof thoroughly before approving. We can not accept financial responsibility for items approved by you that may later found in error.