Artwork Setup Guide

YOU CAN ENSURE THAT THE ARTWORK TRANSFER PROCESS GOES SMOOTHLY AND EFFICIENTLY BY FOLLOWING THESE GUIDELINES. WE ARE HAPPY TO ANSWER ANY QUESTIONS YOU MAY HAVE FOR SETTING UP YOUR ARTWORK. JUST GIVE US A CALL AT 806-374-6262 - ASK FOR SUSAN.

File Formats Accepted
• PDF (preferred) - Save as High Resolution (300 dpi)
• InDesign
• Photoshop 300 ppi at full size
• Illustrator

Page Setup
• Set all pages – including crossovers – as facing pages and not as spreads.
• Set page size or artboard size to **final trim** size.
• **If your art touches the trim edge of the page, please provide bleed by extending the art outside of the trim area 1/8" (.125").**

Color
• Rich Black should be built as (40-Cyan and 100-Black).
• Convert all RGB images and graphics to CMYK process.
• Convert all Spot PMS colors to process unless you are printing as a spot color.
• Do not use images in RGB, LAB, or Indexed color, regardless of job specifications. These modes will not convert to CMYK reliably and will have potential color variation.
• Remove all unused colors from the swatch pallette.
• Match all colors in your document to your estimate and/or file instructions. (For example: If you have requested a two-color job, please make sure that your artwork reflects this number of colors).

Images and Graphics
• Save all vector graphics as an illustrator EPS or PDF with fonts outlined.
• RGB photoshop images should be converted to CMYK.

• High resolution images are at least 300 dpi. 72 dpi is considered low resolustion (dpi = ppi pixels per inch).
• Please note that once images are placed into the document, resolution cannot be adjusted. Resolution must come from the properties of the original image's file. If the image has too low of a resolution, the final printed product will not look as clean or as crisp as a file that has followed these guidelines.

Fonts
• Please convert fonts to outlines before finalizing the document or send us the fonts used in your files. *Note, while C&B has access to many fonts, we cannot guarantee an exact match to the font you used unless you provide the font to us.*
• Send all fonts when sending an open document artwork file (Indesign or Adobe Illustrator). Always compress or "zip" (using applications like Stuffit, etc.) fonts and files when sending them via e-mail or file transfer.
• Always package fonts with files and links. (InDesign and Illustrator)

Submitting Your Artwork
• If you are submitting open artwork, please include a PDF of the final art.
• Use e-mail for smaller file submissions.
• Email art to **susan@candbmarketing.com**
• Avoid email submissions of 10mb or larger. Use a website like WeTransfer.com to transfer large files.