



Artwork Guidelines

OUR ART DEPARTMENT IS MAC (APPLE) BASED

The following is a basic guide for supplying electronic artwork to enable us to create correct negatives and plates.

Faxed artwork, JPGs, GIFs and other similar images are NOT acceptable as artwork.

Supplying your file created in Illustrator will limit the amount of work needed to output your file, costing you less in Artwork time. Files supplied in PC format are NOT guaranteed workable.

MOST PREFERRED ARTWORK FORMAT: ADOBE ILLUSTRATOR (AI)

Please save files in EPS format. 'Supply Fonts' or 'Create Outlines' before saving.

Be sure to include:

- All fonts used.
- All scans or placed images (EPS or TIFFs).
- Selected Pantone (PMS) colors.
- Composite and B/W separations of each color.
- A PDF version, which is always helpful.

Other acceptable file formats:

All files NOT created in Adobe Illustrator format will need to be converted and have their own complications to be attended to. Fees for reworking your files will be charged, accordingly.

Quark Xpress: Quark files will need to be exported into Illustrator. This may cause text conversion problems and the loss of Pantone colors. Reworking your files will be necessary.

Freehand: Freehand files will need to be exported into Illustrator. Please supply working files as well as EPS format. Supply fonts or 'Convert To Paths' before saving. Any gradients used will need to be rebuilt. Reworking your files will be necessary.

Corel Draw: Convert Corel Draw files to an AI format with type converted to Curves on your end. Reworking file will be necessary. EPS files cannot be altered on our end.

We will accept art via email, 100MB Zip Disk, CD, or Floppy (3.5) Disk.

Please call if you have any questions.

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