GRAPHICS
ARTWORK GUIDELINES

ACCEPTABLE FILE FORMATS
● Illustrator CC or below
● Photoshop CC or below
● InDesign CC or below (not preferred)
● High quality, editable PDFs,
● JPG/JPEG, GIF or PNG

The way we prefer to receive your print-ready file.

PDFs are great for both print and digital that contain both raster or vector images.

Send us your files with crop marks and a .125" bleed.

PDF

Alteration cost will apply if files need to be fixed or altered to meet guidelines.

When sending files, please be sure to include all supported art i.e. (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 using these special effects.

The quality of artwork will affect the time it takes to prepare files for print. Electronic drafts are sent for all graphic jobs. Hard copy proofs are sent upon request with an additional charge and will also require one extra business day for turnaround. The times below are average lead times for standard products; extenuating circumstances may require times to be adjusted. All proofs must be approved by 12:00 PM noon in order to be considered a production day. Contact our sales representative for more detailed information. All production times are based on graphic draft approval.

RESOLUTION

Minimum Resolution:

300 DPI (dots per inch) **72 PPI** (pixels per inch)

While both refer to resolution, DPI is used for printers and PPI is used for online/digital use.

All raster files (either print files or linked files) must be at 72 pixels per inch at 100%.

FONT SPECIFICATIONS
Fonts must be converted to outlines. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

PAPERBOY JA
YOU NEED IT...WE PRINT IT...

COLOR SPECIFICATIONS
Please provide all vector files (Illustrator and InDesign) in CMYK format.

Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output.
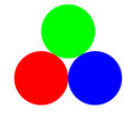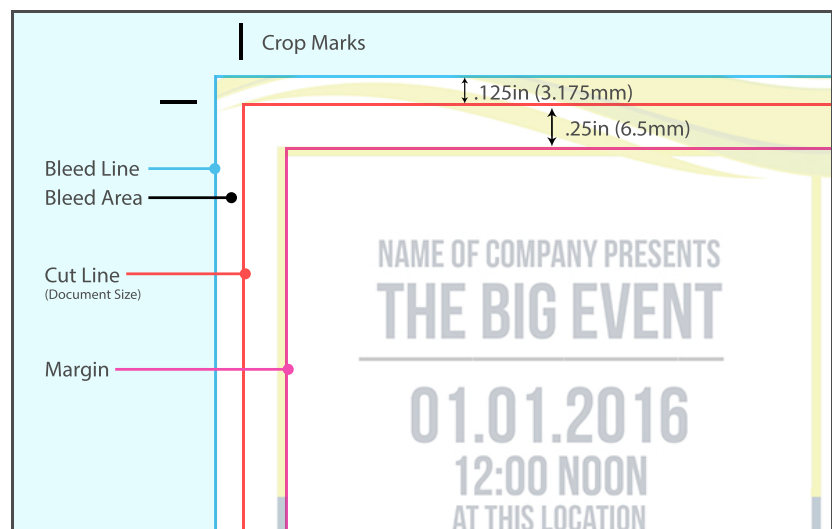
PRINT VS WEB
Color Mode:

CMYK **RGB**

CMYK color mode is used for **printing** and ink. All colors created in this mode use a combination of cyan, magenta, yellow and black.

RGB color mode is used for anything light-based, like TV, **web,** and **computer monitors.** All colors created in this mode use a combination of red, green and blue.

Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy where applicable.

Crop Marks

.125in (3.175mm)

.25in (6.5mm)

Bleed Line
Bleed Area

Cut Line
(Document Size)

Margin

NAME OF COMPANY PRESENTS
THE BIG EVENT

01.01.2016
12:00 NOON
AT THIS LOCATION

GRAPHICS
ARTWORK GUIDELINES

4X6 inches
POSTERS/FLYERS

ACCEPTABLE FILE FORMATS
- Illustrator CC or below
- Photoshop CC or below
- InDesign CC or below (not preferred)
- High quality, editable PDFs,
- JPG/JPEG, GIF or PNG

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PDF

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RESOLUTION

Minimum Resolution:
300 DPI *(dots per inch)*   **72 PPI** *(pixels per inch)*

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FONT SPECIFICATIONS
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COLOR SPECIFICATIONS
Please provide all vector files (Illustrator and InDesign) in CMYK format.

Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output.

Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy where applicable.
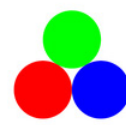
PRINT VS WEB
Color Mode:

CMYK

CMYK color mode is used for **printing** and ink. All colors created in this mode use a combination of cyan, magenta, yellow and black.
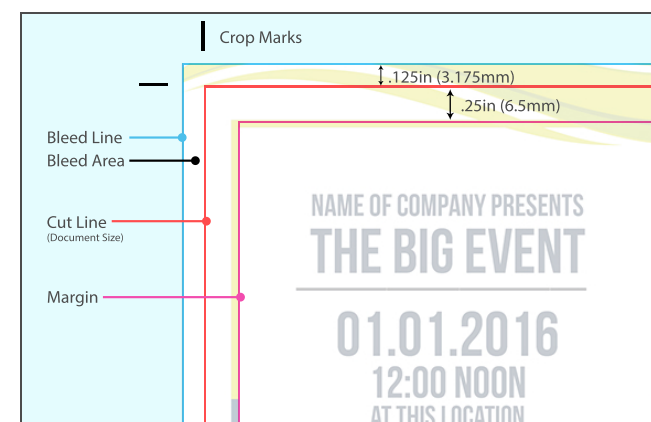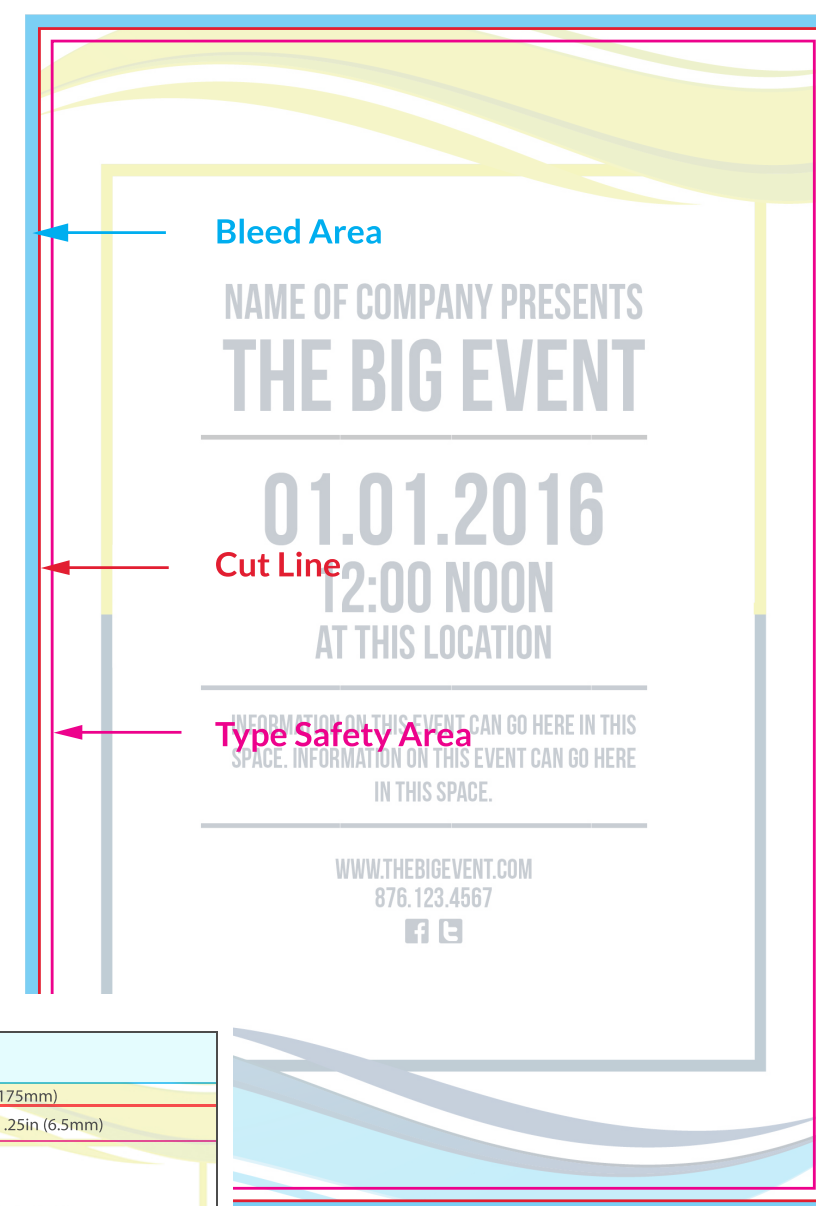
RGB

RGB color mode is used for anything light-based, like TV, **web,** and **computer monitors.** All colors created in this mode use a combination of red, green and blue.

BLEED SPECIFICATIONS
All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

Bleed Area

NAME OF COMPANY PRESENTS
THE BIG EVENT
01.01.2016
12:00 NOON
AT THIS LOCATION

Cut Line

INFORMATION ON THIS EVENT CAN GO HERE IN THIS SPACE. INFORMATION ON THIS EVENT CAN GO HERE IN THIS SPACE.

Type Safety Area

WWW.THEBIGEVENT.COM
876.123.4567

Crop Marks

.125in (3.175mm)
.25in (6.5mm)

Bleed Line
Bleed Area
Cut Line (Document Size)
Margin

NAME OF COMPANY PRESENTS
THE BIG EVENT
01.01.2016
12:00 NOON
AT THIS LOCATION

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GRAPHICS
ARTWORK GUIDELINES

2.125x3.375 inches
IDENTIFICATION CARDS

ACCEPTABLE FILE FORMATS
- Illustrator CC or below
- Photoshop CC or below
- InDesign CC or below (not preferred)
- High quality, editable PDFs,
- JPG/JPEG, GIF or PNG

The way we prefer to receive your print-ready file.
PDFs are great for both print and digital that contain both raster or vector images.
Send us your files with crop marks and a .125" bleed.

PDF

Alteration cost will apply if files need to be fixed or altered to meet guidelines.

When sending files, please be sure to include all supported art i.e. (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 using these special effects.

RESOLUTION

Minimum Resolution:

300 DPI (dots per inch)   **72 PPI** (pixels per inch)

While both refer to resolution, DPI is used for printers and PPI is used for online/digital use.

All raster files (either print files or linked files) must be at 72 pixels per inch at 100%.

FONT SPECIFICATIONS
Fonts must be converted to outlines. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

COLOR SPECIFICATIONS
Please provide all vector files (Illustrator and InDesign) in CMYK format.

Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output.
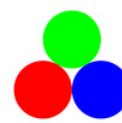
Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy where applicable.

PRINT VS WEB
Color Mode:

CMYK
CMYK color mode is used for **printing** and ink. All colors created in this mode use a combination of cyan, magenta, yellow and black.
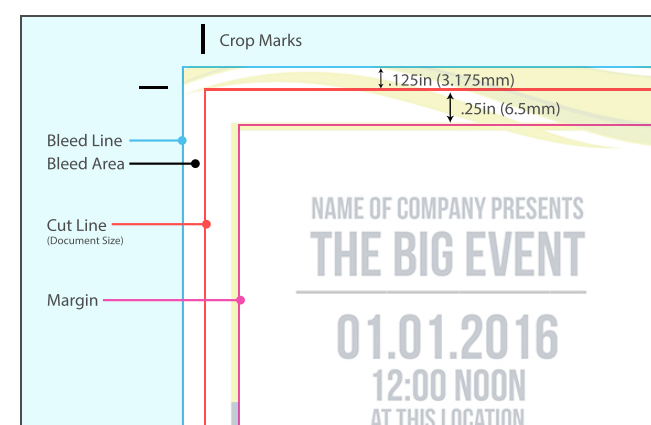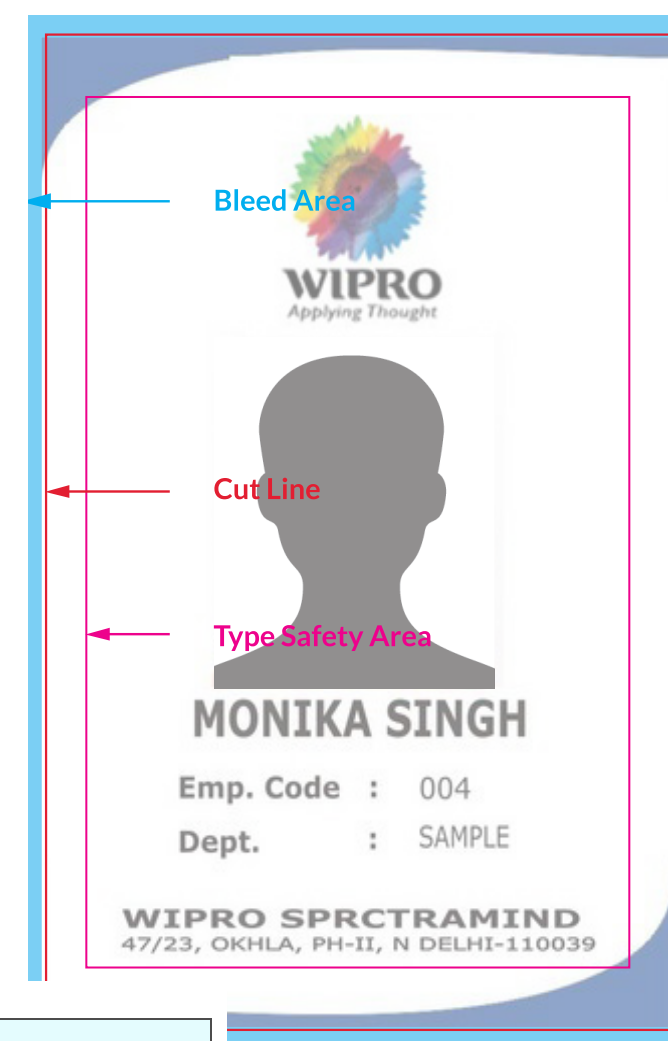
RGB
RGB color mode is used for anything light-based, like TV, **web,** and **computer monitors.** All colors created in this mode use a combination of red, green and blue.

BLEED SPECIFICATIONS
All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

Bleed Area

Cut Line

Type Safety Area

WIPRO
Applying Thought

MONIKA SINGH

Emp. Code : 004
Dept. : SAMPLE

WIPRO SPRCTRAMIND
47/23, OKHLA, PH-II, N DELHI-110039

Crop Marks

.125in (3.175mm)

.25in (6.5mm)

Bleed Line
Bleed Area

Cut Line
(Document Size)

Margin

NAME OF COMPANY PRESENTS
THE BIG EVENT
01.01.2016
12:00 NOON
AT THIS LOCATION

The quality of artwork will affect the time it takes to prepare files for print. Electronic drafts are sent for all graphic jobs. Hard copy proofs are sent upon request with an additional charge and will also require one extra business day for turnaround. The times below are average lead times for standard products; extenuating circumstances may require times to be adjusted. All proofs must be approved by **12:00 PM** noon in order to be considered a production day. Contact our sales representative for more detailed information. All production times are based on graphic draft approval.

GRAPHICS
ARTWORK GUIDELINES

3.5X2 inches
BUSINESS CARDS

ACCEPTABLE FILE FORMATS
- Illustrator CC or below
- Photoshop CC or below
- InDesign CC or below (not preferred)
- High quality, editable PDFs,
- JPG/JPEG, GIF or PNG

The way we prefer to receive your print-ready file.

PDFs are great for both print and digital that contain both raster or vector images.

Send us your files with crop marks and a .125" bleed.

PDF

Alteration cost will apply if files need to be fixed or altered to meet guidelines.

When sending files, please be sure to include all supported art i.e. (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 using these special effects.

RESOLUTION

Minimum Resolution:

300 DPI
(dots per inch)

72 PPI
(pixels per inch)

While both refer to resolution, DPI is used for printers and PPI is used for online/digital use.

All raster files (either print files or linked files) must be at 72 pixels per inch at 100%.

FONT SPECIFICATIONS
Fonts must be converted to outlines. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

COLOR SPECIFICATIONS
Please provide all vector files (Illustrator and InDesign) in CMYK format.

Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output.
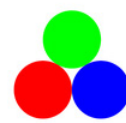
Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy where applicable.

PRINT VS WEB
Color Mode:

CMYK

CMYK color mode is used for **printing** and ink. All colors created in this mode use a combination of cyan, magenta, yellow and black.
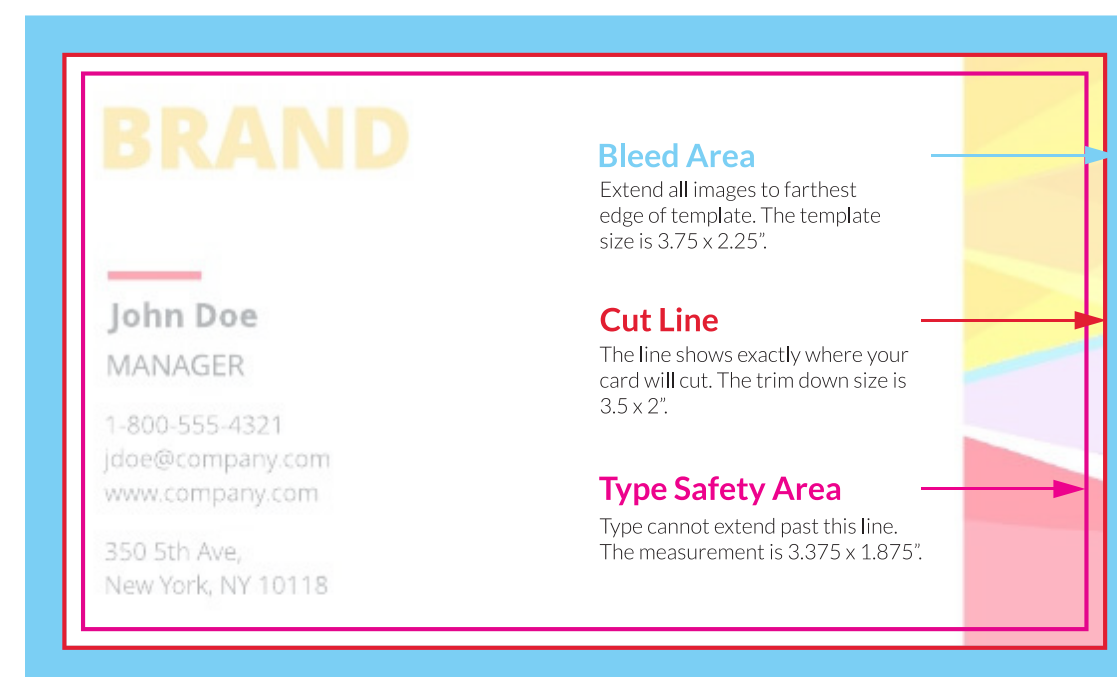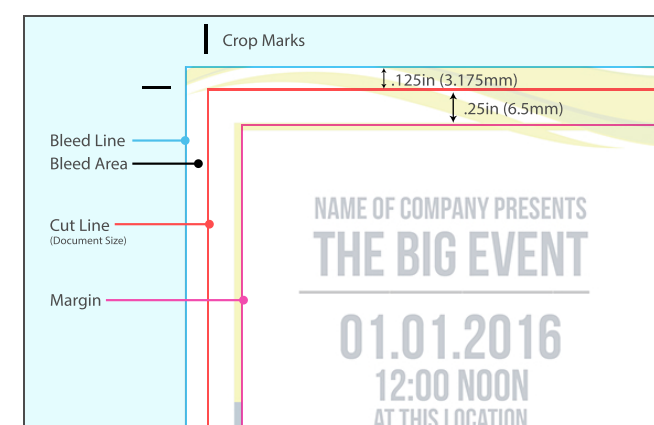
RGB

RGB color mode is used for anything light-based, like TV, **web,** and **computer monitors.** All colors created in this mode use a combination of red, green and blue.

BLEED SPECIFICATIONS
All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

BRAND

John Doe
MANAGER

1-800-555-4321
jdoe@company.com
www.company.com

350 5th Ave,
New York, NY 10118

Bleed Area
Extend all images to farthest edge of template. The template size is 3.75 x 2.25".

Cut Line
The line shows exactly where your card will cut. The trim down size is 3.5 x 2".

Type Safety Area
Type cannot extend past this line. The measurement is 3.375 x 1.875".

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Crop Marks

.125in (3.175mm)

.25in (6.5mm)

Bleed Line
Bleed Area

Cut Line
(Document Size)

Margin

NAME OF COMPANY PRESENTS
THE BIG EVENT

01.01.2016
12:00 NOON
AT THIS LOCATION

GRAPHICS
ARTWORK GUIDELINES

5.5X8.5 inches
FLYERS, PAMPHLETS

ACCEPTABLE FILE FORMATS
- Illustrator CC or below
- Photoshop CC or below
- InDesign CC or below (not preferred)
- High quality, editable PDFs,
- JPG/JPEG, GIF or PNG

The way we prefer to receive your print-ready file.

PDFs are great for both print and digital that contain both raster or vector images.

Send us your files with crop marks and a .125" bleed.

PDF

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RESOLUTION

Minimum Resolution:

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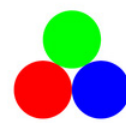
PRINT VS WEB
Color Mode:

CMYK

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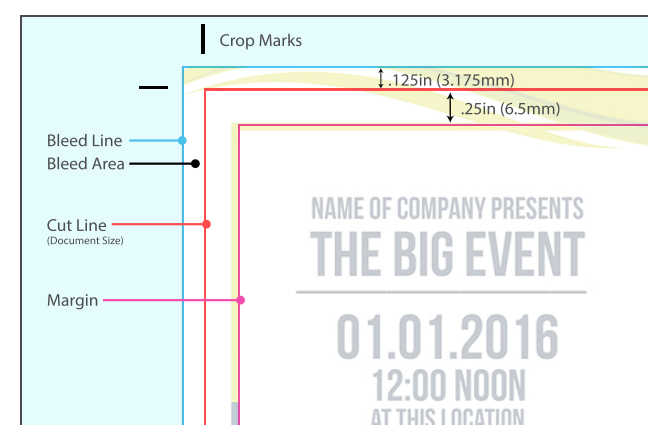
RGB

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BLEED SPECIFICATIONS
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NAME OF COMPANY PRESENTS
THE BIG EVENT
01.01.2016
12:00 NOON
AT THIS LOCATION

Bleed Area
Extend all images to farthest edge of template. The template size is 8.5 x 5.5".

Cut Line
The line shows exactly where your card will cut. The trim down size is 8.375 x 5.375".

Type Safety Area
Type cannot extend past this line. The measurement is 8.25 x 5.25".

THE DETAILS FOR THIS EVENT CAN GO HERE IN THIS SPACE. THE DETAILS FOR THIS EVENT CAN GO HERE IN THIS SPACE.

WWW.THEBIGEVENT.COM
876.123.4567

Crop Marks

.125in (3.175mm)
.25in (6.5mm)

Bleed Line
Bleed Area

Cut Line
(Document Size)

Margin

NAME OF COMPANY PRESENTS
THE BIG EVENT
01.01.2016
12:00 NOON
AT THIS LOCATION

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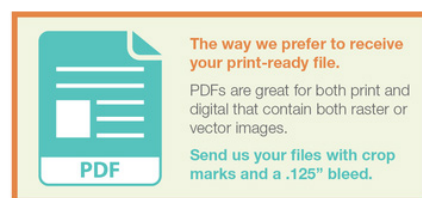
PAPERBOY JA
YOU NEED IT...WE PRINT IT...

GRAPHICS
ARTWORK GUIDELINES

8.5X11 inches
BIFOLD

ACCEPTABLE FILE FORMATS
- Illustrator CC or below
- Photoshop CC or below
- InDesign CC or below (not preferred)
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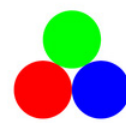
PRINT VS WEB
Color Mode:

CMYK

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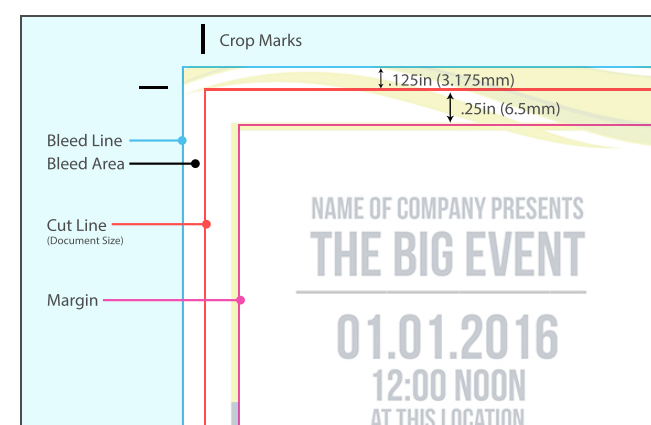
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BLEED SPECIFICATIONS
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Bleed Area
Extend all images to farthest edge of template. The template size is 8.75 x 11.25".

Cut Line
The line shows exactly where your card will cut. The trim down size is 8.5 x 11".

Type Safety Area
Type cannot extend past this line. The measurement is 8.25 x 10.75".

Crop Marks

.125in (3.175mm)

.25in (6.5mm)

Bleed Line
Bleed Area

Cut Line
(Document Size)

Margin

NAME OF COMPANY PRESENTS
THE BIG EVENT
01.01.2016
12:00 NOON
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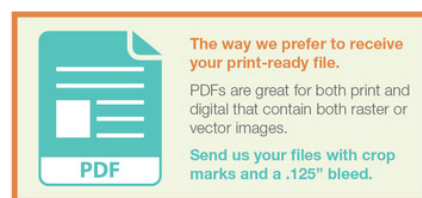
PAPERBOY JA
YOU NEED IT...WE PRINT IT...

GRAPHICS
ARTWORK GUIDELINES

8.5X11 inches
TRIFOLD

ACCEPTABLE FILE FORMATS
- Illustrator CC or below
- Photoshop CC or below
- InDesign CC or below (not preferred)
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(pixels per inch)

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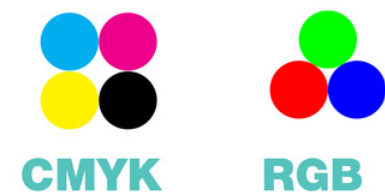
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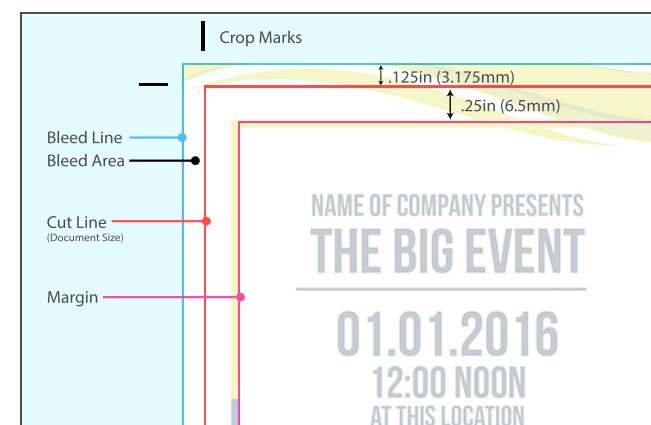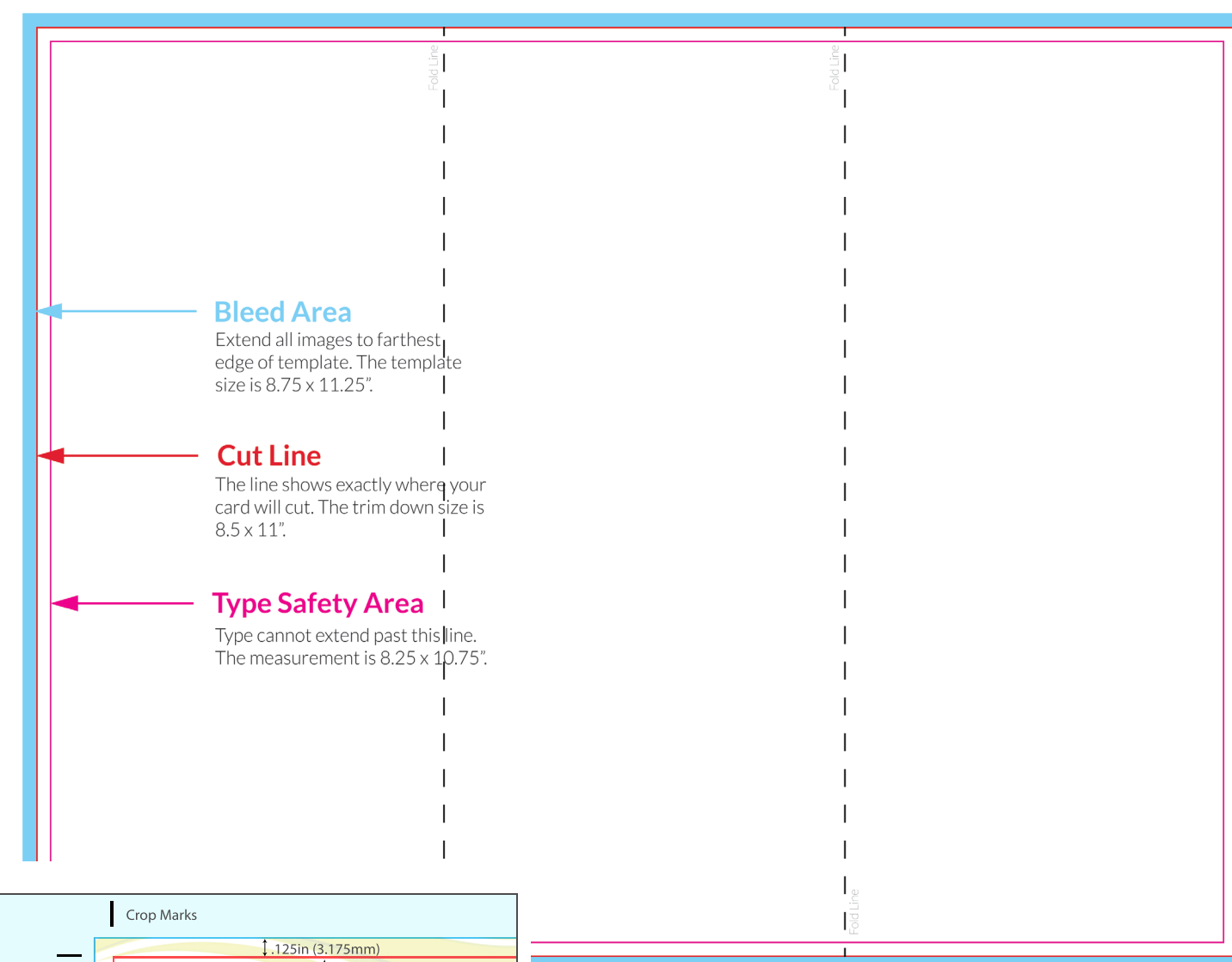
PRINT VS WEB
Color Mode:

CMYK

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RGB

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Type Safety Area
Type cannot extend past this line. The measurement is 8.25 x 10.75".

Crop Marks

.125in (3.175mm)

.25in (6.5mm)

Bleed Line
Bleed Area

Cut Line
(Document Size)

Margin

NAME OF COMPANY PRESENTS
THE BIG EVENT
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PAPERBOY JA
YOU NEED IT...WE PRINT IT...

GRAPHICS
ARTWORK GUIDELINES

2X6 inches
TICKETS

ACCEPTABLE FILE FORMATS
● Illustrator CC or below
● Photoshop CC or below
● InDesign CC or below (not preferred)
● High quality, editable PDFs,
● JPG/JPEG, GIF or PNG

The way we prefer to receive your print-ready file.
PDFs are great for both print and digital that contain both raster or vector images.
Send us your files with crop marks and a .125" bleed.

PDF

Alteration cost will apply if files need to be fixed or altered to meet guidelines.

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RESOLUTION

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FONT SPECIFICATIONS
Fonts must be converted to outlines. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

COLOR SPECIFICATIONS
Please provide all vector files (Illustrator and InDesign) in CMYK format.

Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output.
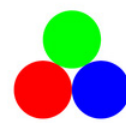
Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy where applicable.

PRINT VS **WEB**
Color Mode:

CMYK
CMYK color mode is used for **printing** and ink. All colors created in this mode use a combination of cyan, magenta, yellow and black.
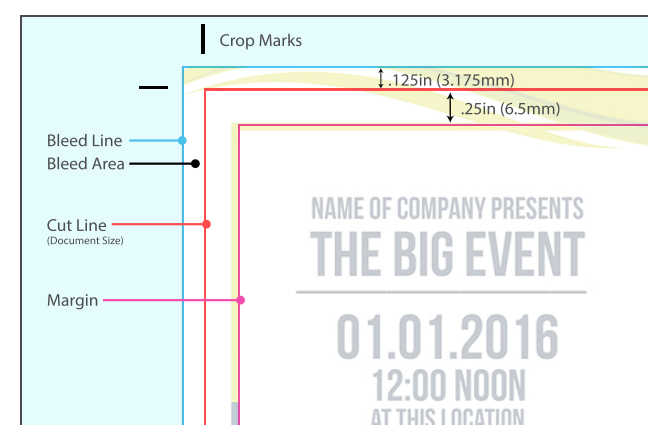
RGB
RGB color mode is used for anything light-based, like TV, **web,** and **computer monitors.** All colors created in this mode use a combination of red, green and blue.

BLEED SPECIFICATIONS
All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

Bleed Area
Extend all images to farthest edge of template. The template size is 2 x 6".

Cut Line
The line shows exactly where your card will cut. The trim down size is 1.875 x 5.875".

Type Safety Area
Type cannot extend past this line. The measurement is 1.75 x 5.75".

NAME OF COMPANY PRESENTS
THE BIG EVENT
01.01.2016
12:00 NOON
AT THIS LOCATION
INFORMATION ON THIS EVENT CAN GO HERE IN THIS SPACE. INFORMATION ON THIS EVENT CAN GO HERE IN THIS SPACE.
WWW.THEBIGEVENT.COM
876.123.4567

Crop Marks
.125in (3.175mm)
.25in (6.5mm)

Bleed Line
Bleed Area

Cut Line
(Document Size)

Margin

NAME OF COMPANY PRESENTS
THE BIG EVENT
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Please indicate whether perforation or numbering will be required.

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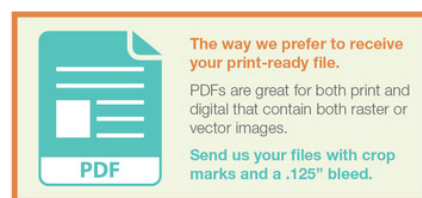
GRAPHICS
ARTWORK GUIDELINES

MOSQUITO
RETRACTABLE BANNER

ACCEPTABLE FILE FORMATS
● Illustrator CC or below
● Photoshop CC or below
● InDesign CC or below (not preferred)
● High quality, editable PDFs,
● JPG/JPEG, GIF or PNG

The way we prefer to receive your print-ready file.

PDFs are great for both print and digital that contain both raster or vector images.

Send us your files with crop marks and a .125" bleed.

PDF

Alteration cost will apply if files need to be fixed or altered to meet guidelines.

When sending files, please be sure to include all supported art i.e. (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 using these special effects.

RESOLUTION

Minimum Resolution:

300 DPI *(dots per inch)*   **72 PPI** *(pixels per inch)*

While both refer to resolution, DPI is used for printers and PPI is used for online/digital use.

All raster files (either print files or linked files) must be at 72 pixels per inch at 100%.

FONT SPECIFICATIONS
Fonts must be converted to outlines. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

COLOR SPECIFICATIONS
Please provide all vector files (Illustrator and InDesign) in CMYK format.

Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output.

Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy where applicable.
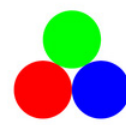
PRINT VS **WEB**
Color Mode:

CMYK

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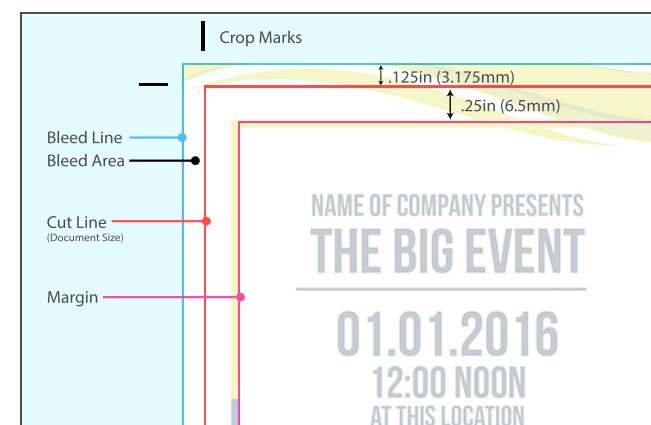
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Crop Marks
.125in (3.175mm)
.25in (6.5mm)
Bleed Line
Bleed Area
Cut Line (Document Size)
Margin

NAME OF COMPANY PRESENTS
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PAPERBOY JA
YOU NEED IT...WE PRINT IT...

GRAPHICS
ARTWORK GUIDELINES

FAIRWATER
RETRACTABLE BANNER

ACCEPTABLE FILE FORMATS
● Illustrator CC or below
● Photoshop CC or below
● InDesign CC or below (not preferred)
● High quality, editable PDFs,
● JPG/JPEG, GIF or PNG

The way we prefer to receive your print-ready file.
PDFs are great for both print and digital that contain both raster or vector images.
Send us your files with crop marks and a .125" bleed.

PDF

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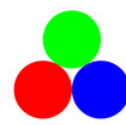
PRINT VS **WEB**
Color Mode:

CMYK   **RGB**

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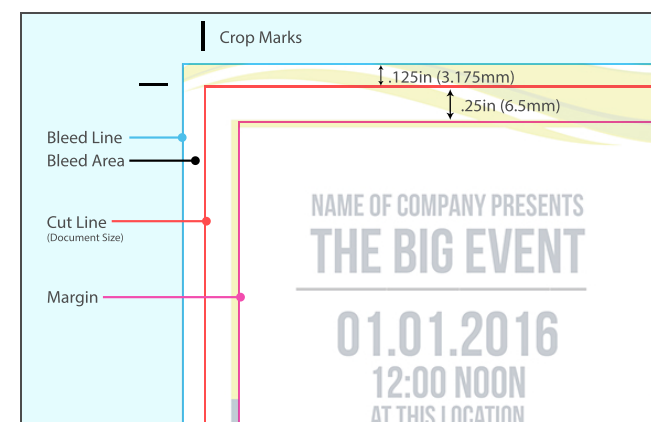
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PAPERBOY JA
YOU NEED IT...WE PRINT IT...

GRAPHICS
ARTWORK GUIDELINES

FEATHER
BANNER

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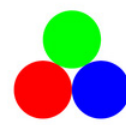
PRINT VS WEB
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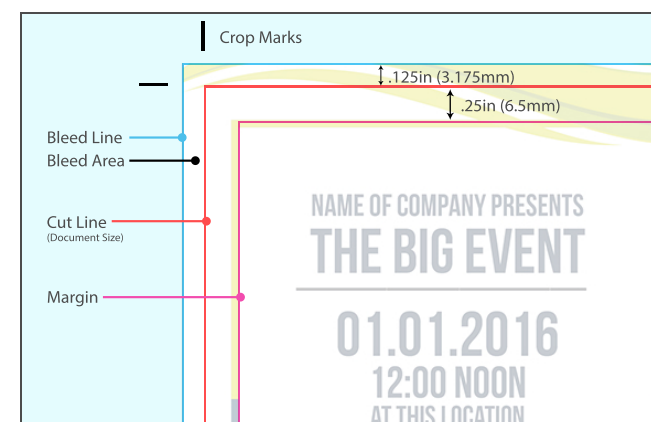
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