

Artwork Guidelines • Checklist • File Preparation

Download FREE item design templates at foldersolutions.com

Accepted Programs

Mac and PC files for these programs:

- InDesign
- Illustrator
- QuarkXPress
- Corel Draw - convert type to curves
- Photoshop

NOT Accepted

The following file formats will be rejected:

- Microsoft Publisher
- Microsoft Powerpoint
- Microsoft Word
- PageMaker: convert to InDesign

Preflight Checklist

Design all artwork on our item templates.

Page Layout:

- [Download item template at www.foldersolutions.com](http://www.foldersolutions.com)
 - Custom item? We can create a template to your specs *before* you begin artwork layout.

Sending Artwork as a .PDF File:

- High-resolution (print/press quality) .PDF documents. Include 1/8" bleed.
WRONG TEMPLATE; INACCURATE FILES; LOW-QUALITY GRAPHICS WILL BE REJECTED.

Sending Artwork as Layout Files from “Native” Program:

- Collect all elements: use “Package” & “Collect for Output” in program to simplify process.
 - Fonts:**
 - printer & screen fonts. Use font from list – **not styles: bold, italic, etc.**
 - type in Illustrator files: convert to outlines/paths (curves in CorelDraw).
 - Images:**
 - hi-res photos: 300 dpi CMYK & grayscale. **No RGB/72 dpi web graphics.**
 - scan/line art: 1200 dpi, bitmap images.
 - save as: **.PSD** or **.TIF** format.
 - Graphics:**
 - vector (outline) art: convert all type to outlines.
 - use proper color mode (spot/PMS or CMYK - not RGB).
 - save as: **.EPS** format.

Ink & Color in Your Artwork:

- Spot color PMS (Pantone®) printing: use **SPOT/PMS** colors.
- Four color process (full color) printing: use **CMYK - NOT RGB.**
 - Large black areas: add 40% cyan to 100% black.
 - Blue in CMYK graphics: blue can cast toward purple – how to avoid this?
Refer to Pantone® 4-Color Process Guide & Pantone® Color Bridge.
Select a blue-formula with 30% more cyan than magenta in the mixture.

Foil Stamp and Emboss Artwork:

- Supply as vector (.EPS) art – convert type to outlines; avoid intricate detail & screens.

Avoid Errors in Your Files:

- Proofread & test print your files: print color separations.
Make a mock-up: print a reduced copy, cut-out & fold up...does copy fall on correct panels?
Added charges apply if we need to modify your files.
We are not responsible for errors in supplied files.

Send Your Files

- Ensure your artwork & layout matches specs as quoted...**
 - Item? Template?
 - Ink colors? CMYK or PMS?
 - Does file have necessary bleeds?
 - Fonts converted to outlines where needed?
 - Images & Links packaged?
 - Test print files for accuracy.
 - Sending PDF artwork?
 - Is it print quality with bleeds?
- Reference Dealer P.O. number and Job Name in the subject line**
 - Name files properly
 - Include Dealer P.O. with art files
- Compress files before sending**
 - Use Stuff-It (.sit) or WinZip (.zip)

Email -
art files smaller than 7MB
to mail@midwestpp.com

LARGE FILES

Go to www.WeTransfer.com and follow instructions.