

Best Practices and Artwork Requirements for Fast, High Quality Professional Print

Collaboration Tools:

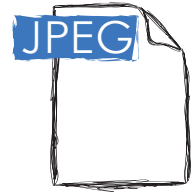
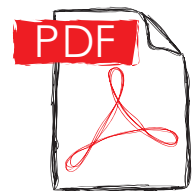


FILE FORMAT

Print ready artwork means 2 things: 1) The file is setup for the production system(s) 2) It's been proofed and debugged. We print in .PDF file format and request that you send your files as a high quality print .PDF. We can also accept .JPEG, .EPS, .AI or .INDD files but please clear your file with our Design team first (graphics@redmondmmp.com). When creating a .JPEG, make sure your artwork is at least 300dpi (or better), and that it is saved at maximum quality.

If you are using Publisher or Powerpoint, please save your file as .PDF and include your original source files along with the .PDF in a ZIP file. Frequently these files need adjustments prior to printing.

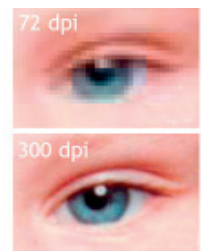
Designer tip: You are welcome to send us a fully packaged file which is helpful in the event that we need to debug any issues at press time.



RESOLUTION

To make sure that your art files print with clear crisp images, we require that the artwork you supply has a resolution of no less than 300dpi. Artwork submitted with resolutions lower than 300dpi can produce blurry, bit-mapped, or pixelated print.

Note: Images designed for the web or mobile device are typically 72dpi. They may look good on your monitor or phone, but they are not suitable for print. They also may be copyright protected.



COLORS

CMYK (Cyan, Magenta, Yellow and Black) is the Print industry standard for accurate digital color reproductions. Artwork submitted using Pantone or RGB will be converted into the CMYK format when using a digital press. Professional tools will be used to color match to the best of our ability. If you need an exact duplication of a Pantone color and/or offset print method, please set the color in your source file and notify us.

Our CMYK work-flow is monitored and our printers are calibrated 1-2 times per day to maintain these industry standards for color. Your monitor or personal printer will not show an accurate representation of the colors that are printed. NOTE: We include printed proofs with every job to ensure your color satisfaction.



FONTS

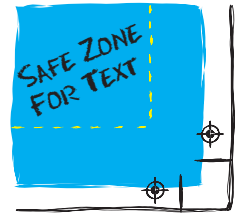
In the design world, there are many different fonts available, although we may not have the same fonts you have on your computer. When you send us a PDF, the file will automatically include the fonts. If you would like us to make changes to your file, the font files will also need to be sent to us (package everything in a .zip file). If your file is a JPEG, then you do not need to worry about attaching the fonts, however your file is not editable. If you need changes, you will need to provide us the original source file.



Designer tip: If you are using the Mac platform, please change your fonts to graphics using curves or outlines before sending us your file.

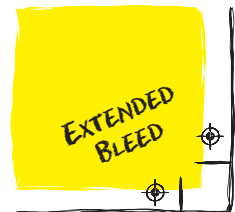
MARGINS

All text and graphics must be a safe distance from the edge of the final trimmed page. You should have at least .25" (1/4") of space between any text and graphics and the edge of the page.



BLEED

'Bleed' refers to any image that runs to the edge of the print. The background is sized to be larger than the intended finished size and we print on oversize paper minimizing as much waste as possible. In our finishing process, we trim to the final size avoiding thin white artifacts on the finished piece that may come from miniscule variations in printing and trimming. A proper bleed is .125" (1/8") on all sides (examples shown



Product Category	Finished Product Size	Artwork Size (w/bleed)
Business Card	2" x 3.5"	2.25" x 3.75"
Letter	8.5" x 11"	8.75" x 11.25"
Tabloid	11" x 17"	11.25" x 17.25"

IMPOSITION

Please send us single page files regardless of project type rather than 'multiple up' or using your booklet feature. Our software will handle complex project types and layouts that match our production system.

INTERNATIONAL (NON ENGLISH) FILES, LANGUAGES AND CHARACTERS

We have experience with non-English files sizes, languages and character sets and can also provide written translation or localization services. Please send Asian characters in a Word document. Include non-English fonts with artwork. Please specify non US file sizes. Contact us with any questions or requests.

CROP MARKS

PLEASE DO NOT ADD CROP MARKS to your files prior to saving them as a .PDF and/or sending to us. We will add crop marks during our workflow.



We include 10 minutes of professional Design review with every project to guarantee your quality and satisfaction. If your files aren't print ready (e.g. resize, adjust color, fix photos, add bleed, etc.) and require more than 10 minutes work, we will notify you asap and give you the option of modifying them yourself or paying us to make them.

