

Print Ready Checklist

ACCEPTED FILE FORMATS:

Print-ready files are accepted in the following formats:

.PDF

.AI, .EPS, .IND, .IDML

.PSD, .TIF, JPG

FONTS: Convert all fonts to outlines

TRANSPERANCY: Flatten all transparencies

RESOLUTION AND COLOUR MODE:

300 DPI at final size is suggested for photos and raster art*

CMYK Colour

*Raster = made with pixels

Bleed = 1/8" (0.125")

Colours extend 1/8" passed the trim marks on each side (see red box on below example)

Safe-margin = 1/8" (0.125")

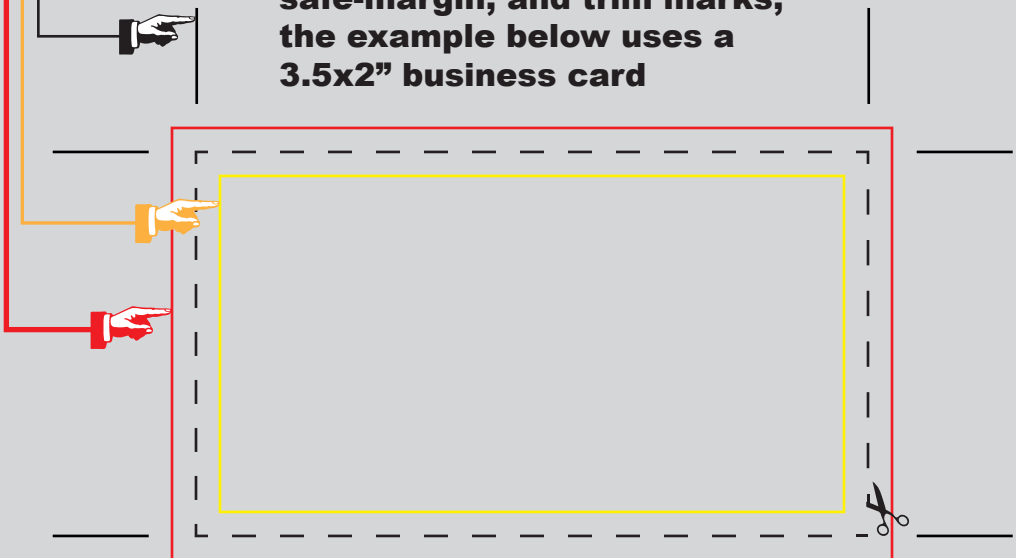
AKA Safety or Margin

Important items like text/phone #'s cannot be too close to the edge. Keep them at least 1/8" from the trim marks (see yellow box in below example)

Trim marks (optional):

These can be added using your design software. Trim marks are the little black lines in the corners in the below example. They show us where to cut.

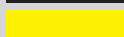
To illustrate bleed, safe-margin, and trim marks, the example below uses a 3.5x2" business card



Bleed (3.75x2.25")



Trim (3.5x2")



Safe-margin (3.25x1.75")