

Illustrator

Business Cards and Postcards

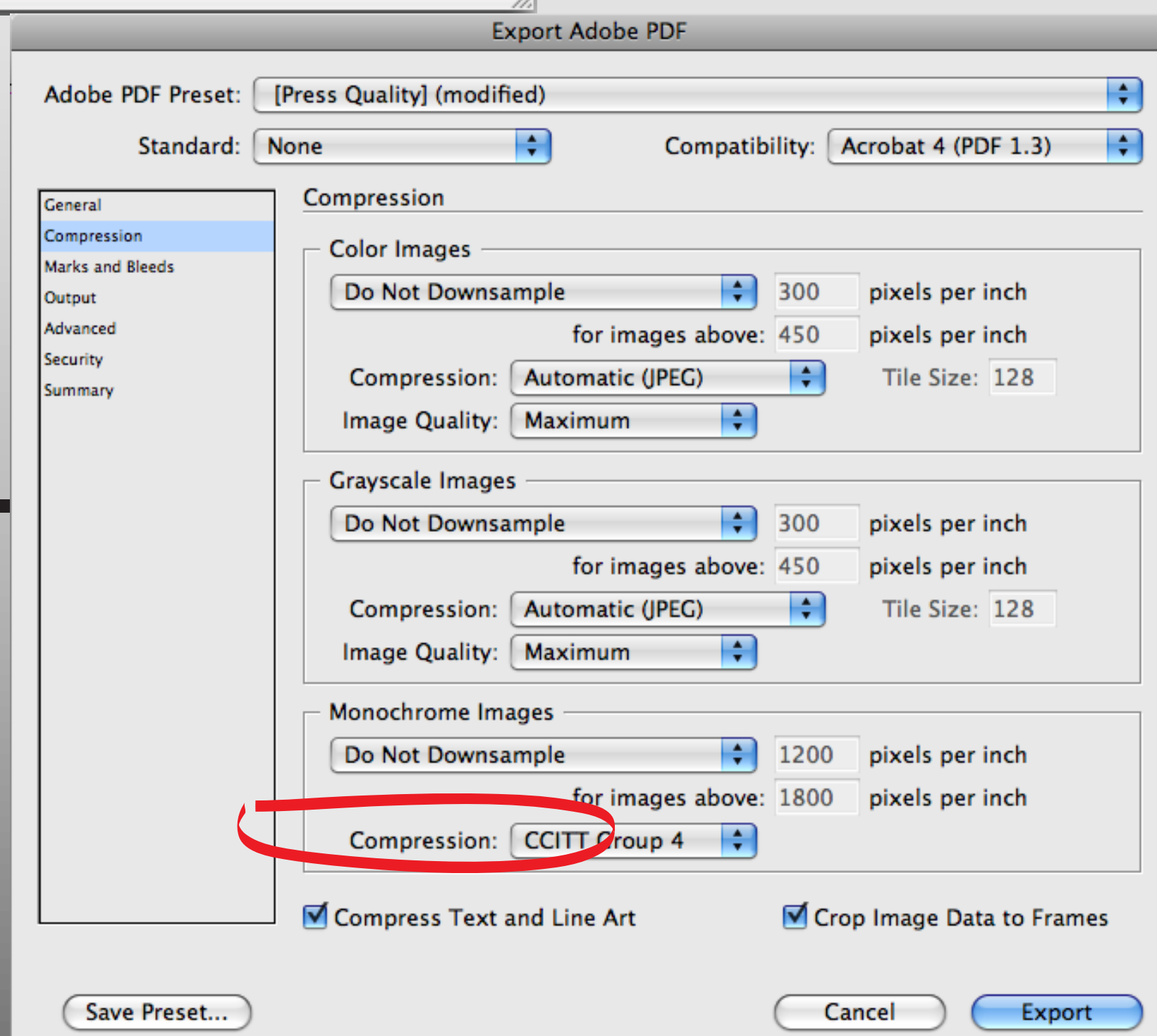
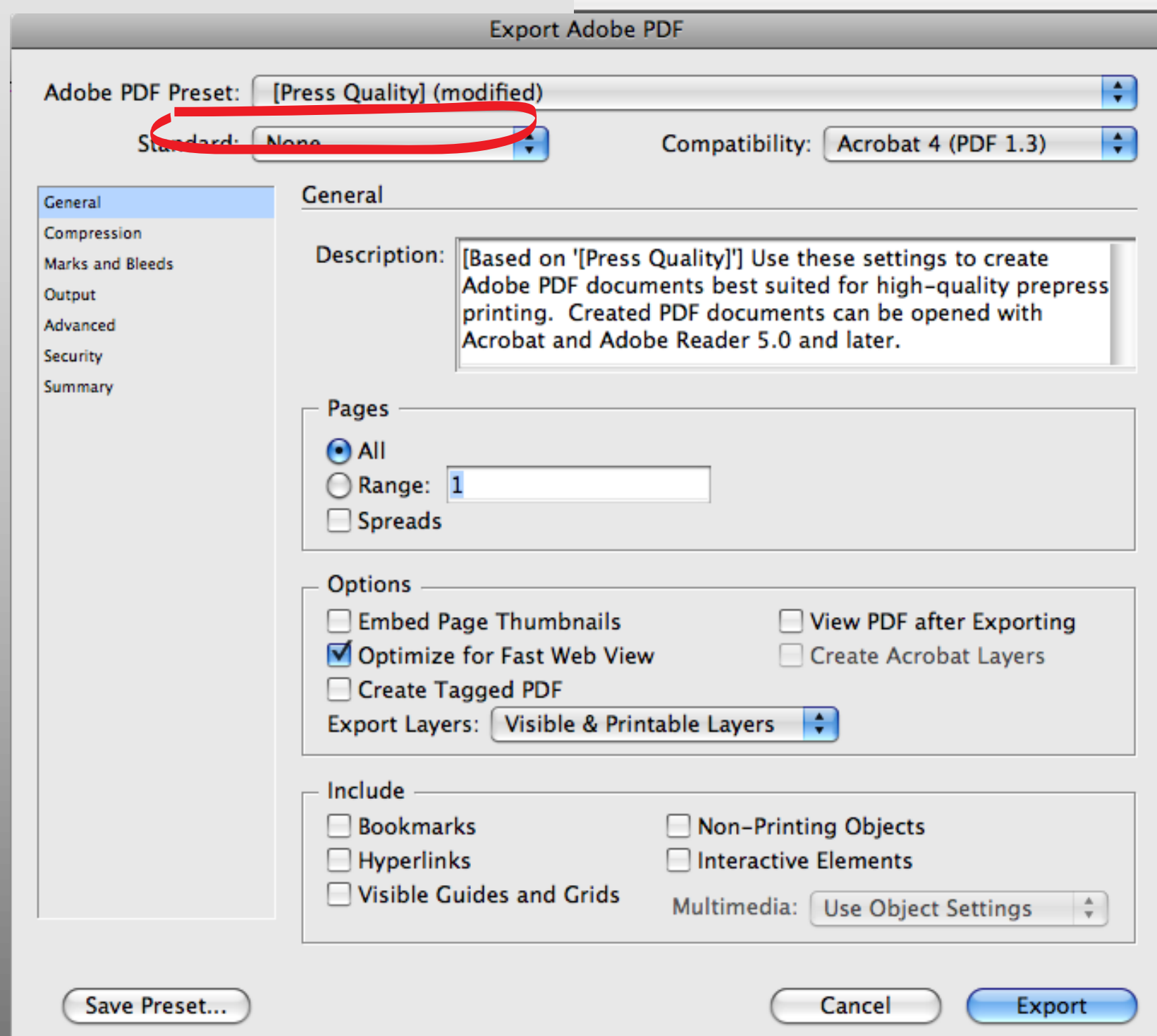
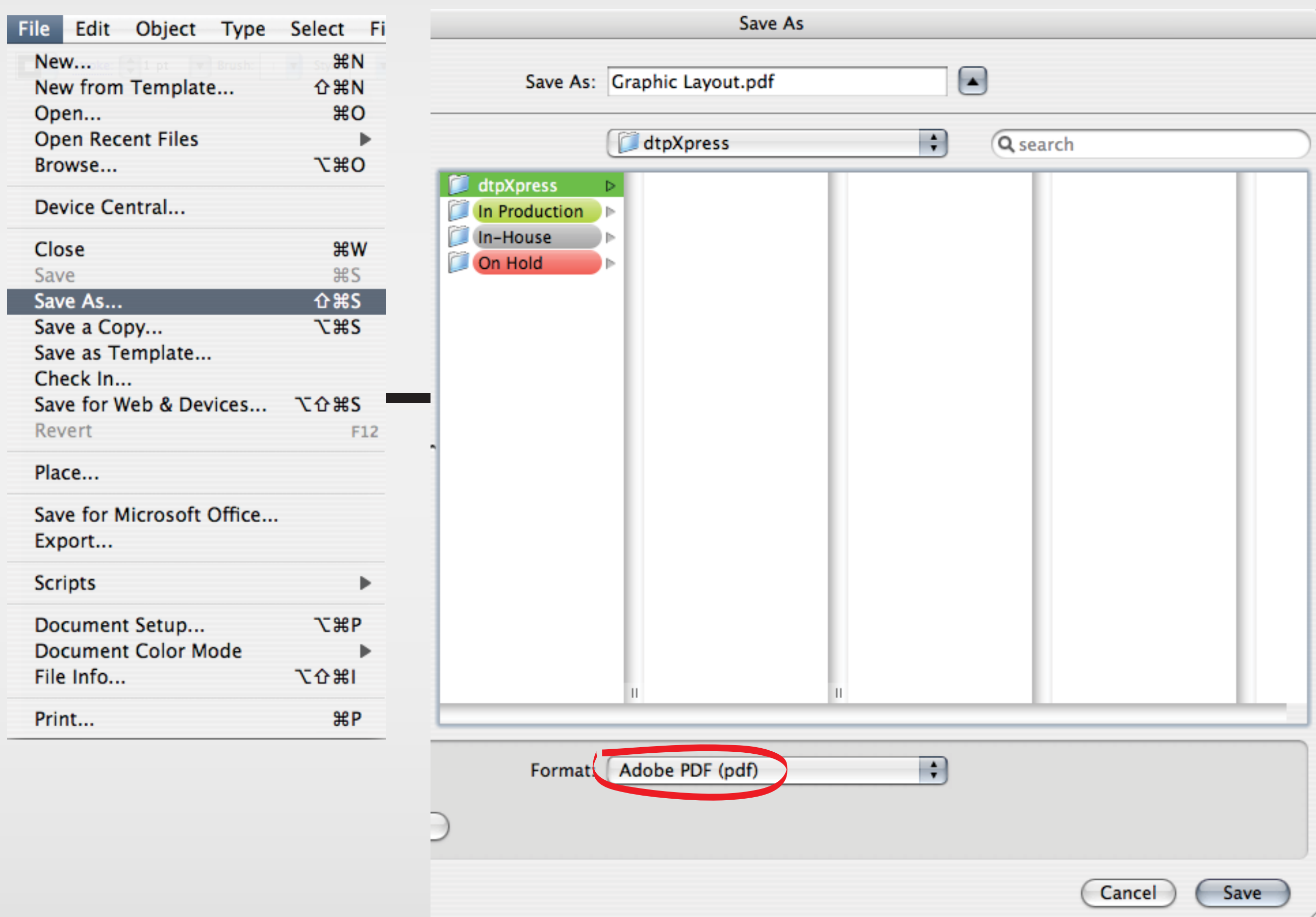
All Graphics Designed full size @ 300 dpi and must include .125" bleed on all sides

Design issues to watch out for:

1. Do not use hairlines
2. Do not fill picture boxes with none unless vector art from an illustration program such as Illustrator is used
3. When using large areas of black make sure to build a new color in the color list "Rich Black" with the following color values; Cyan 40%, Magenta 40%, Yellow 20%, Black 100%. This will give your print a richer/ denser feel, much more pleasing to the eye!
(Note: this is only for large black ink areas, DO NOT use rich black for text or thin lines or run risk of blurring your image)

If your design contains raster elements please make sure that they are at least 300 dpi, This will ensure that your end result is crisp output with no artifacts or blurring. (Note: DO NOT design in low resolution and increase the resolution in Photoshop before final output) make your document layout .25" larger in height and width than the final print size. (e.g. If a card has a finish size of 3.5"x2" then set the document up 3.75" x2.25"). Keep all live matter .25" from the edge of the document as .125" will be trimmed away during finishing and a .125" margin is required.

When you are ready to save your final file for output **outline all fonts** and save it as: Adobe PDF, With the PDF/X-3:2002 Preset, Under compression uncheck "Compress Text and Line Art"



Note: After you save your Press Optimized PDF file, OPEN the file in ADOBE ACROBAT and inspect the final image layout and quality. Remember that in Acrobat what you see is what you get (WYSIWYG), so make sure if something looks incorrect to fix it before uploading!