



DESIGNSTEINS

479.372.4350

5078 W. Northgate Rd., Ste 230 • Rogers, AR

**SUPPLIED FILE
GUIDELINES**



PREFERRED FILE TYPES

PDF
ILLUSTRATOR
PHOTOSHOP

We will always do our best to work with your supplied file type. However, we may not always be able to do so. If additional work must be done to utilize your files, additional charges may be accrued. We will let you know if this occurs, and seek your approval before moving forward.

*JPEG, TIFF, and PNG files are acceptable for some reproduction jobs. All files and requested production will be evaluated upon receipt.



FILE PREP

PDF/ILLUSTRATOR

Outline ALL text
Embed ALL images

Outlining text in a document converts a live/editable font into lines/vectors. Outlining text renders the text uneditable, but eliminates common font issues that delay production. **Embedding images** in a document guarantees that your images will be in the document when it is opened, no matter who opens the file or on which computer it is opened. If images aren't embedded in the document, they will not show up when we open the file. This may delay the production of your order.



FILE PREP

RESOLUTION & COLOR MODE

Build documents in CMYK

Use images at **300 dpi** or greater

Building a document in **CMYK color mode** will result in the most accurate print color, as this is the color mode we use when printing. Using images of **300 dpi** or greater allows for the best print reproduction quality.



FILE PREP

BLEEDS & SAFETY

Add 1/8" bleed around artwork
Vital info must be 1/8" in from
trim edge

Adding a **bleed** to artwork allows the artwork to extend all the way to the edge of a trimmed product, even if the registration of the cut is a little bit off. For instance, a business card is 2" x 3.5". If the artwork bleeds (extends off the edge), then your artwork needs to extend 1/8" beyond the cut size. This means the artwork you submit will need to be 2.25" x 3.75". All text and other vital info that is not meant to bleed must be within 1/8" from the trim edge. This way, even if the registration of the cut is a little bit off, the vital info will not get cut into or cut off. In the business card example, your **safety** area would be 1.75" x 3.25".



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www.Designsteins.com



FILE PREP

SENDING FILES & ARTWORK

email to: info@designsteins.com

OR upload on our Website

To send files of up to 20 mb, you may email to info@designsteins.com. Files of any size can also be uploaded on our website. Please visit www.Designsteins.com and click on "Upload Artwork" from the menu. Here you can upload your files, large or small!