

File Setup Guidelines

Software

Illustrator, InDesign and Photoshop.
Microsoft generated files e.g. (Word, Excel, Power Point)
are not acceptable. Please supply a low-resolution-PDF to check the content.

Document/Page format

1:1 at 150 dpi
1:4 at 600 dpi
Please add 10 mm bleed on all sides.

Fonts

Convert your fonts to outlines (for Mac or PC fonts). If you supply fonts, please send the complete font as a zip/sit file.

Pictures/Colors/Profiles

To ensure high quality we require a resolution of 150 dpi at 1:1 (at final size). Use only images/colors in CMYK, RGB data will be automatically converted to CMYK and this may lead to color shifts.
Spot colors and metallic colors can only be simulated when printed digitally in CMYK.

Gradients

To ensure high quality print results, gradients should be created in Photoshop (150 dpi at 1:1). Under filter > noise filter > add noise > add 1%. Creating gradients in other software can lead to "banding stripes".

Ready to print PDF file

Please supply ready-to-print PDF without registermarks and cutting lines. Fonts have to be embedded.

PDF Proof

We offer free online PDF Proofs for your convenience. Online PDF proofs allow you to do a final check on layout and content before we print. PDF proofs are not colour accurate. They are only for reviewing general layout and content.

Proof Prints

We always suggest ordering a printed proof print prior to placing your final order. Printed proof will show both the quality of the file and the color accuracy of our printing process.
Proof prints will be printed at reduced size (usually 25%), and all of your image will show.
Proof also can be printed "cropped", which means that chosen image area will be cut out to show full size crop of the ordered image. No color adjustments or testing prior to proofing is included. The cost is \$40
Should you want additional adjustments done to your proof print, contact our customer service representatives to discuss your needs. Additional fees may be assessed: image/color adjustment fee @\$80/hr

Physical Sample Color Matching

When physical sample is provided, we will do our best to match it. Color matching/adjustment fee @\$80/hr (1 hr min)

PMS Colors Matching

If you need to match PMS colors, please use the pantone color bridge coated guide.
This guide gives a very accurate reference for PMS and CMYK colors. Do not reference CMYK formulas, as on any given printer, CMYK formulas can and will vary from targeted PMS colors.
Please note that not all pantone colors can be matched in CMYK and this will be visible on your proof.
WE DO NOT GUARANTEE an exact PMS match due to variations in substrate, substrate color, ink formulas and light source interpretation.
PMS color matching is available @\$80 per each PMS color.

We keep a copy on file of all proof prints sent to our customers (while the job is active). You do not need to return your proof. Once you receive your proof, simply call us to discuss how to proceed. If changes are desired, we can easily discuss those changes over the phone since we both have a copy of the proof.