

Sizes:

- build the art at full size (only build @ reduced scale if art exceeds the software's maximum page size)
- bleed is mandatory: 1/2" on all sides

File Type:

Mac Illustrator/Photoshop/InDesign

Resolution

- 125ppi @ final size

Fonts

- convert fonts to paths/outlines
- if fonts can't be converted, supply the screen and printer font (postscript)
- do not use system fonts as they do not print
- avoid Multiple Master (MM) and True Type fonts

Links

- supply all links, do not embed images
- CMYK 8 bit colour (never 16 bit)
- flatten photoshop links, save as tif with lzw compression unless using a psd for transparency
- delete unused channels and layers
- crop unused image area

Colour

- use pantones, not CMYK breakdowns of pantones
- colour sensitive elements must be vector objects with a solid fill
- do not use RGB
- never set any element to overprint

Design

- avoid vector based effects (dropshadows, blurs, gradients etc.) as they may not print accurately
- do not build crop marks in the file
- do not place multiple pieces of art on one page, do not place different pieces on individual layers
 - place multiple pieces on their own page or in individual files
- do not use multiple page sizes within one file
- remove all unused colours and text boxes
- remove unused objects from the pasteboard
- do not use a text box in place of an object box or shape
- do not cover objects on the pasteboard with a white box to hide them
 - crop the image, paste inside a box, or use a clipping mask