

## Pre-Design Checklist

**IMPORTANT: before starting your art layout, download item template from [foldersolutions.com](http://foldersolutions.com)**

For custom items, call us first; we will create a template to your specs *before* you begin your artwork.

### Create Layout Files with the Following Programs (Mac or PC):

• InDesign • Illustrator • Photoshop

*We cannot accept Word, Publisher, Powerpoint or PageMaker files*

### Send ALL Required Files & Art Elements:

use "package" function in program to collect all elements used in file, including: fonts, graphics, logos, scans, etc.

vector art: convert type to outlines save as **.EPS**

images (photos): 300 dpi high-res for CMYK & grayscale

save as **.PSD** or **.TIF**

**RGB low resolution (72 dpi) web graphics are not acceptable**

scans: 1200 dpi, bitmap format save as **.PSD** or **.TIF**

### If Sending a .PDF File as Artwork:

**A PDF is acceptable, but file must:**

use proper item template

include bleeds (extend 1/8" beyond edges of item)

use full resolution graphics and images

### Ink Colors:

PMS PRINT ORDERS: use **SPOT/PMS** colors

4CP PRINT ORDERS: use **CMYK (NOT RGB)**

large black areas? use this rich-black mix: c60 m40 y40 k100

avoid "Blues that look Purple" choose a 4CP mix with 30% more cyan than magenta

### Foil Stamp & Emboss:

SEND AS ONE COLOR, VECTOR (.EPS): convert type to outlines

#### EMBOSS & DEBOSS - THICK, BOLD COPY IS BEST

Minimum line thickness is 2 PT. **——**

Increase point size/line weight accordingly. Avoid serif/thick-thin type, screen tint, fine lines and copy with intricate detail.

#### FOIL STAMP - FOR MOST TYPE STYLES, MINIMUM POINT SIZE IS 8 PT.

Increase size for serif/thick-thin styles. To avoid loss of detail and plugging, do not use ultra-light type styles, screens, thin lines and copy with intricate detail and gaps no closer than 1 pt. **≡≡≡**

### Avoid Errors & Job Delays:

CHECK YOUR FILES - Proofread & test print your files: print a reduced copy. Does art print & color separate per your quote/purchase order? Is artwork on item template and correct panels? Are bleeds included at outer edges? Additional charges apply if we need to modify your files. **We are not responsible for errors in supplied files.**

## Sending Art Files

**1** Check that artwork & layout matches specs quoted...

• Follow Pre-Design Checklist

**2** Compress files (.zip) before sending

**3** Upload Files

contact us for upload options