INKlings

tips for infallible file prep

TIPS & TOOLS

to ensure your artwork looks great on paper

Preparing your files for press can be a daunting task, however, following a few helpful tips will ensure you get the job done right.

Before submitting artwork, check your file for:

color mode

Please convert your artwork files from RGB to CMYK—this will deliver the most reliable color and will prevent unexpected changes in color.

If your project requires close color matching, it is always a good idea to include a hardcopy proof for us to compare.

While we are often able to closely reproduce a spot PMS® ink using full color process, PMS® spot colors and process colors are produced using different methods. Please refer to a Pantone Color Bridge guide for color conversions.

Your choice of paper will also impact color. A smooth uncoated paper will give colors a more muted appearance, while a coated or gloss paper will add vibrancy. Printing on colored paper will also impact color.

CMYK
viewed on a monitor

CMYK
printed

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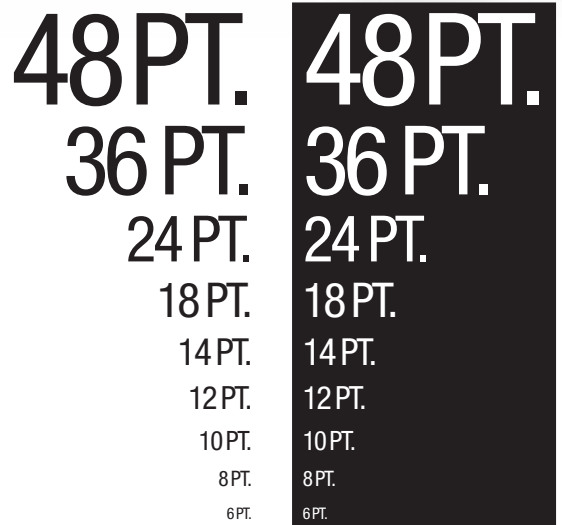
font size, type and color

To ensure readability, if you use knockout type, or reverse type, it should be larger than 5 pt. size and should only knockout one or two colors. If you are knocking out type on a 4-color image, use a minimum of 8 pt. type.

If you use a serif font (with details on the ends of some of the strokes that make up letters and symbols) use a minimum of 5 pt. type, and only print the type in one color. If you choose, add drop shadows to your fonts before submitting for print.

outlined fonts

Before you submit artwork for print, be sure to outline all fonts. This will ensure your message is crisp and readable; avoiding fuzzy edges.

Using your illustration program, convert all text "to curves" or "create outlines" in your files. Never use the stylization palette to bold, italicize, add drop shadow to or put outline on your fonts.

48 PT.
36 PT.
24 PT.
18 PT.
14 PT.
12 PT.
10 PT.
8 PT.
6 PT.

48 PT.
36 PT.
24 PT.
18 PT.
14 PT.
12 PT.
10 PT.
8 PT.
6 PT.

Abc
Rasterized Type has fuzzy edges

Abc
Vector Type has clean, crisp edges

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Before submitting artwork, check your file for:

resolution

The resolution of an image refers to the amount of detail in the image; the higher the resolution, the more detailed the image.

To make sure your printed piece turns out great, black and white line art should be scanned in as line art or bitmap at 600 dpi. Photos, color CMYK or grayscale, should be scanned in at 300 dpi for standard spot or process printing.

If your image is less than 300 or 600 dpi, you should replace it with a new image instead of trying to fix it. Images that come to Navitor® at lower quality than what is recommended will be output as sent.

To guarantee the best quality, do not enlarge images beyond the original size in the design process.

300 dpi

72 dpi

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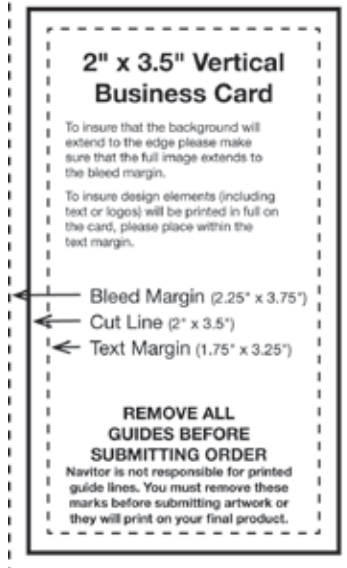
Before submitting artwork, check your file for:

bleeds, cut line & text margins

A bleed refers to the artwork that extends beyond the finished size of the product. To make sure your artwork prints to the edge of your piece, please allow for an additional 1/8" (.125") on each applicable side.

When setting up your files with bleeds, it is good to keep a safety margin or text margin as well. Any essential text and design elements should be positioned within this margin. Please make sure the text still maintains the required margin even when graphics bleed.

Templates are found in the Help & Resources section of the Navitor Website @ navitor.com.

2" x 3.5" Vertical Business Card

To insure that the background will extend to the edge please make sure that the full image extends to the bleed margin.

To insure design elements (including text or logos) will be printed in full on the card, please place within the text margin.

Bleed Margin (2.25" x 3.75")
Cut Line (2" x 3.5")
Text Margin (1.75" x 3.25")

REMOVE ALL GUIDES BEFORE SUBMITTING ORDER
Navitor is not responsible for printed guide lines. You must remove these marks before submitting artwork or they will print on your final product.

CLICK HERE

for a printable PDF featuring all of the latest tips & tools for preparing your artwork for press including:

- ✓ Color Mode
- ✓ Supported Applications
- ✓ Bleeds, Cut Line and Text Margin
- ✓ Font Type, Size and Color
- ✓ Resolution
- ✓ Outlined Fonts

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