

PREPRESS



PREPRESS IS THE PRINTING PROCESSES AND PROCEDURES THAT OCCUR BETWEEN THE DESIGNING OF A PRINT LAYOUT AND THE FINAL PRINTING

COLOR

CMYK COLOR SPACE FOR PRINTED MATERIALS

BLEEDS

ARTWORK THAT IS EXTENDED BEYOND THE ACTUAL SIZE

IMAGES

A PHOTOGRAPH OR OTHER TWO-DIMENSIONAL PICTURE

FONTS

A GRAPHICAL REPRESENTATION OF TEXT/TYPEFACE

FORMAT

INFO THAT IS ENCODED FOR STORAGE IN A COMPUTER FILE

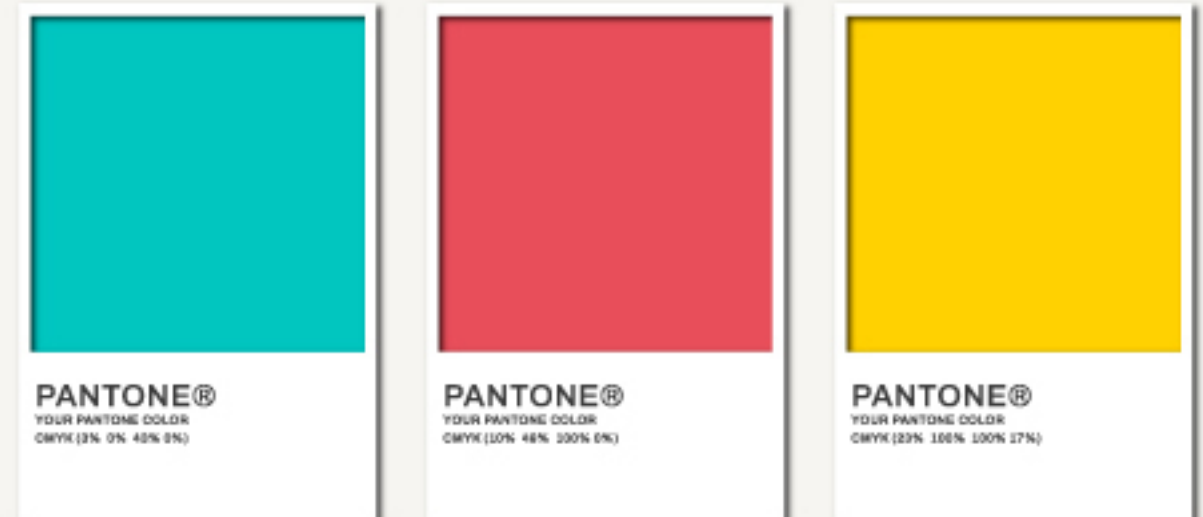
CMYK

FILES SHOULD BE FORMATTED FOR CMYK COLOR SPACE



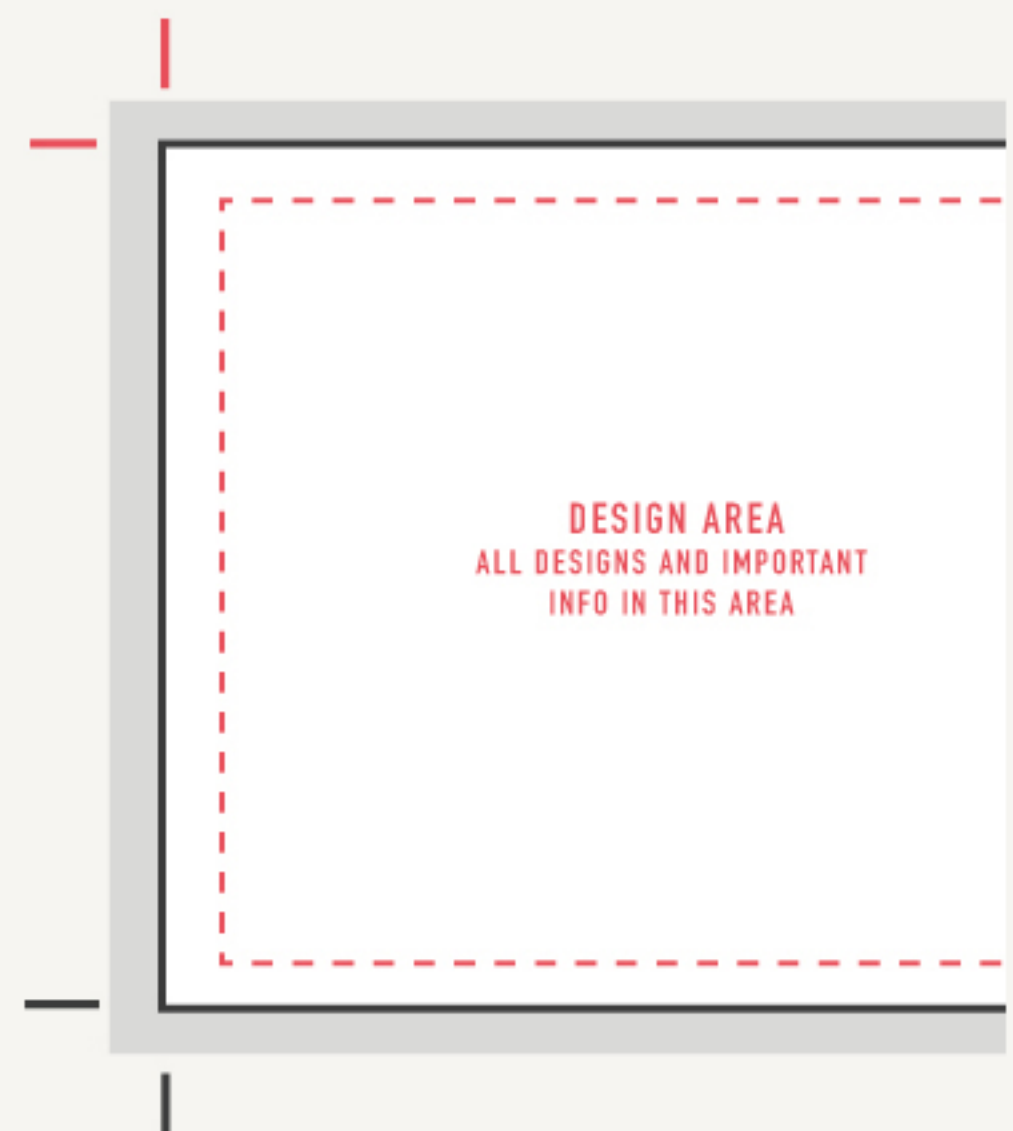
PANTONE

CONVERT PANTONE COLOR TO CMYK COLOR



TRIM & BLEEDS

THE AREA THAT WILL BE TRIMMED OFF TO AVOID WHITE BORDERS ON THE EDGE



SAFE AREA

MAKE SURE ALL ARTWORK/INFO IS WITHIN THESE BORDERS TO AVOID IT WILL NOT BE CUTOFF

RESOLUTION

300 DPI RESOLUTION OR LARGER TO AVOID BLURRY IMAGES



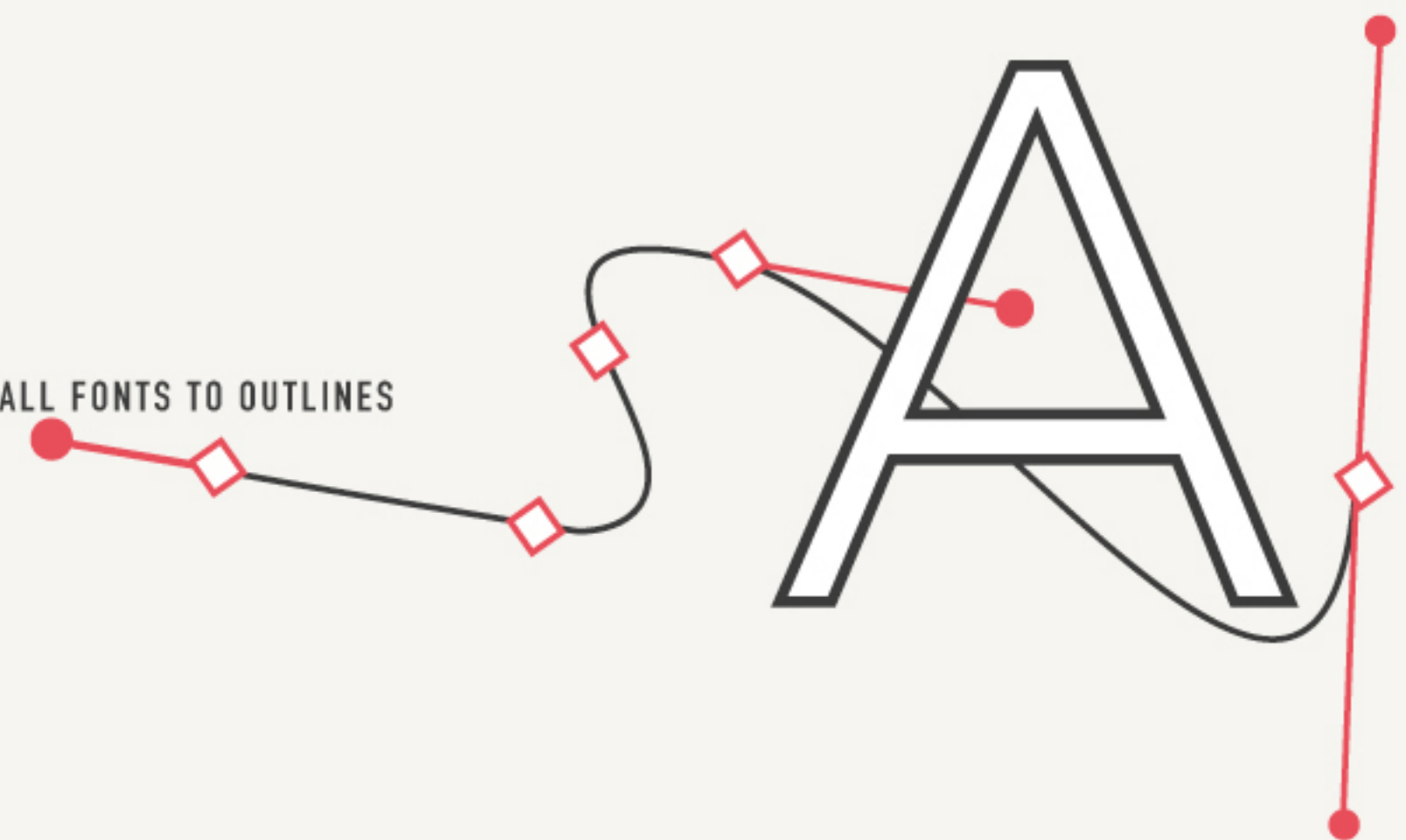
EMBED IMAGE

SEND ALL IMAGE FILES



FONTS

CONVERT ALL FONTS TO OUTLINES



VECTOR FILE FORMATS

AI: SHORT FOR ADOBE ILLUSTRATO
EPS: ENCAPSULATED POSTSCRIPT
PDF: THE PORTABLE DOCUMENT FORMAT

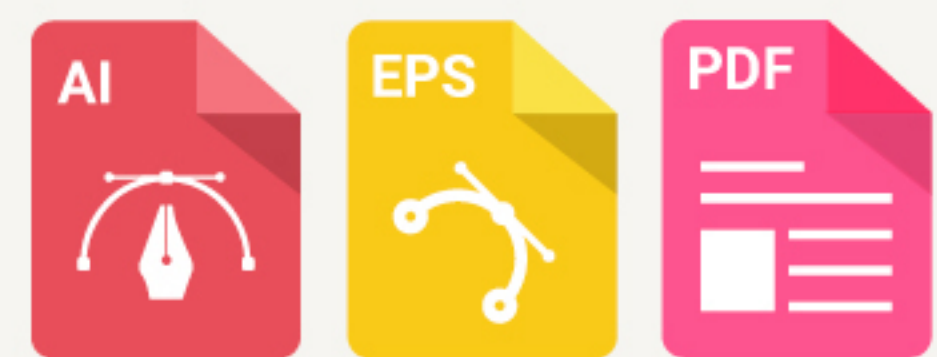


IMAGE FILE FORMATS

JPEG: JOINT PHOTOGRAPHIC EXPERTS GROUP
TIFF: TAGGED IMAGE FILE
PSD: PHOTOSHOP DOCUMENT

