# Minuteman Press. LONGWOOD
### WE DESIGN, PRINT & PROMOTE...YOU!
## LARGEST IN CENTRAL FLORIDA

# FILE PREPERATION GUIDELINES

## SMALL FORMAT PRINTING

**SMALL FORMAT PRINTING • WIDE FORMAT PRINTING**

## FILE FORMAT

When submitting a digital file, it needs to be "print ready" pdf, or a high quality JPEG. Please make sure your artwork is at least 300dpi (or higher), and that it is saved at maximum quality.

In addition to preferred PDF files, we can handle many of the application files available on the market today. Send us your file and we will check it out.

If sending native files, please package them and include any fonts, links, and images used during creation or outline all fonts, embed the links and images.

## RESOLUTION

To make sure that your art files print with clear crisp images, we reccomend that the artwork provided has a resolution of no less than 300 dpi. Artwork submitted with resolution lower than 300 dpi can produce blurry or pixelated prints.

Please Note: Images copied from the web are typically 72dpi. They may look good on your screen, but they are not suitable for print, and could also present copyright issues.

High Resolution (300 DPI)   Low Resolution (72 DPI)

**TEXT**   **TEXT**

## COLORS

CYMK (Cyan, Magenta, Yellow and Black) is the industry standard formula. It was created to give accurate color reproductions. Artwork submitted using Pantone®, Spot, or RGB will be converted into the CMYK format when using a digital press. This may cause a slight color change. If you need an exact duplication of a Pantone® color, make sure to specify so that we may use the offset process to produce your order.

Our CMYK workflow is monitored and calibrated to maintain these industry standards for color. Your monitor or personal printer may not be an accurate representation of the color you chose in the artwork you supplied to us. That's one of the reasons we recommend you proof your job before we print it.

We suggest using the following CMYK color code for a Rich Black - C: 60 M: 40 Y: 40 K: 100.
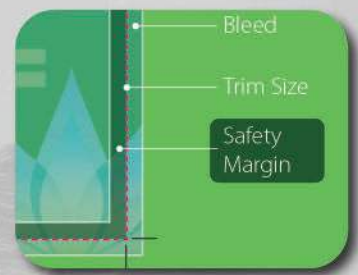
Cyan, Magenta, Yellow, and Key (Black)
For 4-color process printing, use CMYK colors in your artwork.

RGB to CMYK Conversion

## FONTS

In the design world there are many different fonts available. Before sending us your file, embed your fonts when exporting to PDF or turn your fonts into outlines. This will make the text un-editable. By doing so, you are turning the font into a graphic, which should eliminate all possible font issues.
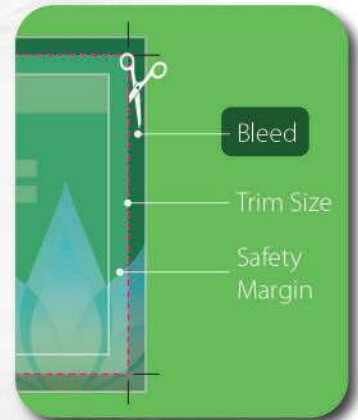
# TEXT & GRAPHIC IMAGES

All text and logos must be a safe distance from the edge of the final trim sheet. You should have at least 0.125" (1/8") of space between the text and the edge of the final trim sheet.

# BLEED

Bleed refers to printing an image that goes beyond the edge of the sheet after trimming. For example, to get the background of your flyer all the way to the edge of your sheet, the color must bleed past the edges. If the background isn't designed bigger than the finished cut size, you could see white areas on the edges of the finished piece due to variations in printing and trimming. It is recommended that an area of approximately 0.125" (1/8") be created as a bleed to be cut away on all sides.

# CROP MARKS

Crop marks are small lines indicating where the product will be trimmed. In order for the project to be completed, crop marks are used to determine the finish size. If there is bleed, it should extend beyond the crop marks by 1/8".

# ARTWORK SIZE

Below are the specific sizes required when creating a small format product with a bleed. Remember to allow for 0.125" (1/8") bleed on each edge and maintain 0.125" (1/8") safety margin. For wide format items, bleeds and safety margins are different. Please reference the last page, or contact us for specific file requirements.

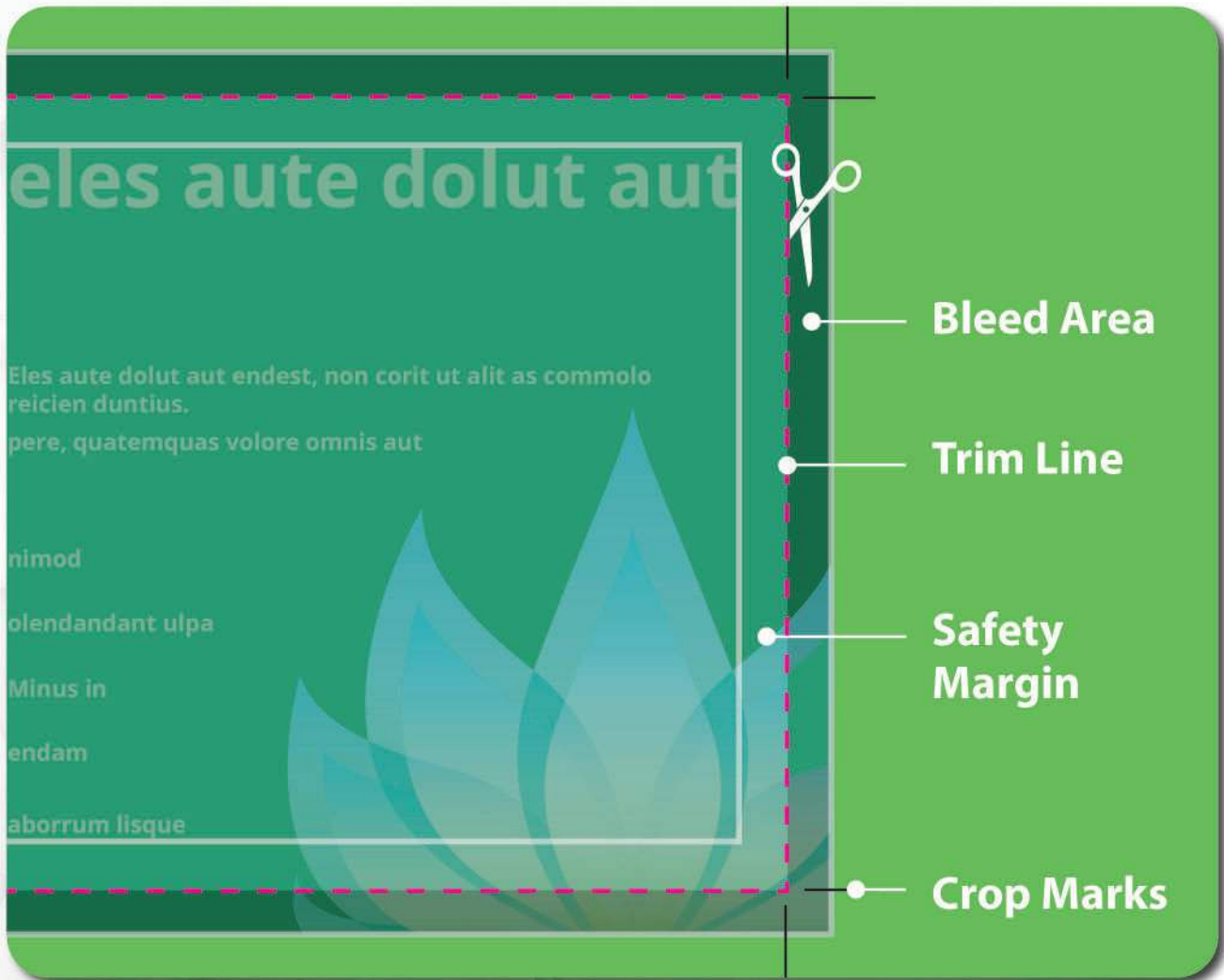| PRODUCT CATEGORY | FINISHED PRODUCT SIZE | SAFE ZONE SIZE | ARTWORK SIZE (W/BLEEDS) |
|---|---|---|---|
| Business Card | 3.5" x 2" | 3.25" x 1.75" | 3.75" x 2.25" |
| Letter | 8.5" x 11" | 8.25" x 10.75" | 8.75" x 11.25" |
| Tabloid | 11" x 17" | 10.75" x 16.75" | 11.25" x 17.25" |

# COPYRIGHT

Please be advised that you must adhere to all Copyright laws that govern the copying and reproduction of copyrighted materials. You must investigate and confirm that any material which you reproduce does not infringe upon or violate any copyright or other proprietary rights. Proper permissions and/or releases should be obtained from the holder of any copyrighted materials prior to reproduction. We can assist you with stock images if needed.

## IMPORTANT

The graphic file you send us should be complete. If our graphics department has to make changes to the file (e.g. resize, adjust color, add bleed, etc.), there will be added charges. If that happens, we will always notify you first. Many times there are small issues that can be corrected with little or no cost to you.



**BLEED AREA:** The area beyond the trim line measuring at least 1/8" (.125").

**TRIM LINE:** The line that indicates where the product is cut to finished size.

**SAFETY MARGIN:** Keep critical elements and text in the safety margin, as trimming might affect the product.

**CROP MARKS:** These are small lines indicating where the product will be cut.

## SENDING FILES

Smaller files that are under 10MB can be sent via email. Files up to 512MB can be uploaded on our website. Files that are larger than 512MB must be sent using an alternative source like Dropbox, Google Drive, or WeTransfer.

# WIDE FORMAT PRINTING

When submitting a digital file, it needs to be a "print ready" pdf, or a high quality JPEG. Please make sure your artwork is at least 300dpi (or higher), and that it is saved at maximum quality. Files that are larger than 10MB must be sent via DropBox, Google Drive, or WeTransfer.

Much like sending files for small format printing, if sending native files please package them and include any fonts, links and images used during creation.

To make sure that your art files print with clear crisp images, we require that the artwork you supply has a resolution of no less than 150 dpi. Artwork submitted with resolution lower than 150 dpi can produce blurry, or pixelated prints.

Please review the table below for the amount of bleed and resolution for file submission. For vehicle wraps, retractable banners, and other wide format options, please contact us for specification or templates.



| DIMENSIONS | BLEED |
|---|---|
| Up to 24" x 36" not mounted | 1/8" |
| Up to 24" x 36" mounted | 1/4" |
| Over 24" x 36" | 1/2" |

SATISFACTION GUARANTEED

Branded Apparel ▪ Design & Branding

Digital Marketing Services ▪ Mailing & Fulfilment ▪ Printing

Promotional Products ▪ Signs & Displays

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