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GRAPHIC GUIDELINES

Please use these guidelines to prepare the artwork you send to us for printing.

PROGRAMS

We are happy to accept PDF or native files. We prefer the Adobe Creative Suite (InDesign, Illustrator, and Photoshop), but we also accept files from the Microsoft Office Suite. Corel users must save their projects in PDF or AI (Illustrator) file formats. We ask that Quark XPress users save their files in PDF format, as well.

PLATFORMS

Our preferred platform is Macintosh, but Windows is acceptable, too.

FILE FORMATS FOR LINKS

Please save your links this way:

Illustrator: AI, EPS, OR PDF

Photoshop: flattened TIF with LZW compression and 300 dpi. All PNG, JPG, and GIF files must be converted to TIF.

COLORS

All your color files must be in CMYK color or Pantone Matching System (PMS) colors.

All your Black & White files must be in Grayscale color.

We also accept RGB files, but there will be a shift in color when we convert your files to CMYK, *and we will not be held liable*. Black-&-White images in RGB color may look Black-&-White, but they will print in CMYK. Please convert such files to Grayscale.

RESOLUTION

All photographs, Photoshop files and other raster graphics must be 300 dpi. Anything less than 300 dpi may appear fuzzy and will not print as sharp and clear as desired.

BLEEDS

Please add 1/8th-inch to each side of your project for images and colors that you would like to see printed all the way to the trimmed edges. For example, if your project is 3-1/2 inches by 2 inches, then please size your background color or image to 3-3/4 by 2-1/4 inches.

MARGINS

Please keep anything you do not want cut off at least 1/8th-inch away from the edge of the paper. Anything that falls closer to the edge than 1/8th-inch is at risk of being cut off *and we will not be held liable*.

FONTS

We accept TrueType, OpenType and Postscript fonts. Please include them if you are sending us your native files.

SENDING YOUR FILES TO US

How to prepare Native Files: Please collect all your links, fonts, and layout into a project folder. Use Stuffit or WinZip to compress the project folder into a SIT, SITX, or ZIP file.

How to prepare PDF Files: You may prefer to send us a high resolution PDF, instead. In that case, please choose the "Press Quality" option and make sure that bleeds and marks are included. If your layout has multiple pages, please DO NOT select the "Spreads" option.

Email your files: Email your SIT, SITX, ZIP, or PDF file to website@cal-litho.com.

Upload to our ftp site: You may request the login user name and password for our FTP site by emailing us at website@cal-litho.com. Some users may need a file transfer program like Fetch to upload art files.

PROOFS

A free PDF proof will be provided via email. Please inspect this proof carefully and let us know when you are ready to proceed with printing. We will not move forward without your express approval.