Electronic Art Format & Design Guidelines

Conejo Printing & Graphics
artwork@conejoprinting.com
805-728-1438

Adobe Illustrator ver. CS6 or less

*The preferred program for printing.
*(Please convert fonts to outlines).
No other conversion required.

1. Save Adobe Illustrator files with *__ALL FONTS OUTLINED__*.
2. Save as an AI or EPS file.
3. Save with all images embedded (CMYK).
4. Document raster effects settings should be 300.
5. Supply all files needed (Fonts, EPS's, TIFFS).
6. *INCLUDE A PDF TO PROOF ARTWORK:*
   Export as Hi-Res or PDF Preset: Press Quality

Adobe Indesign ver. CS6 or less

*Converts to Illustrator easily.

1. Save as an INDESIGN or EPS file.
2. **DO NOT** OUTLINE FONTS, but you must supply us with all fonts and links used.
3. *INCLUDE A PDF TO PROOF ARTWORK:*
   Export as Hi-Res or PDF Preset: Press Quality

MOST PREFERRED FORMATS

Photoshop

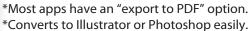*Please Note; Do not set type in Photoshop.

1. Keep as a layered document – do not flatten.
2. Ensure files are at least 300dpi and not scaled up.
3. Save as a CMYK Photoshop file or EPS.

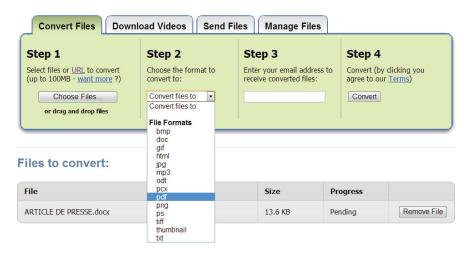**Please include PDF with either of the above so we can use to proof against or use as art if necessary.**

PDF – Please use if none of the above apps are available.

*Most apps have an "export to PDF" option.
*Converts to Illustrator or Photoshop easily.

1. Export as Hi-Res or PDF Preset: Press Quality
2. Ensure any embedded images are at least **300dpi & CMYK**.
3. If possible, Outline / Convert to paths ALL FONTS.
4. Remove / turn off security options (if applicable).

NOTE: The above listed files are the ONLY files we accept. If you are not able to export or save your document as a PDF, you may use a Free File Converter Service such as Zamzar (www.zamzar.com). Be sure to check your file after conversion that it is intact.

Convert Files	Download Videos	Send Files	Manage Files

Step 1
Select files or URL to convert (up to 100MB - want more ?)

[Choose Files...]
or drag and drop files

Step 2
Choose the format to convert to:

[Convert files to: ▼]
Convert files to:

File Formats
bmp
doc
gif
html
jpg
mp3
odt
pcx
pdf
png
ps
tiff
thumbnail
txt

Step 3
Enter your email address to receive converted files:

Step 4
Convert (by clicking you agree to our Terms)

[Convert]

Files to convert:

File	Size	Progress	
ARTICLE DE PRESSE.docx	13.6 KB	Pending	[Remove File]

ZAMZAR™
Free online file conversion

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Copy Considerations:

- Make type sizes no smaller than 4 pts. in positives.
- Make type sizes no smaller than 5 pts. in reverses.
- Make line weights no thinner than .35 pts. in positives.
- Make line weights no thinner than .75 pts. in reverses.
- Provide all fonts used or outline all fonts.
- Drop shadows without a keyline can cause registration problems.
- **Keep Bleeds & Art .125" away from cut line or fold line.**

Color Considerations:

- Screens and solids do not always run together (When ran together, the solid color could be 1-2 shades lighter in order to keep the screens clean. Example: 4/color process has a Screen Black and Solid Black type.
- Bitmap/rasterized graphics should be **300dpi,** saved as EPS and scaled in Photoshop.
- Consider using a single spot color when possible and stay away from knock-outs in multiple colors (i.e. Process). A 1pt keyline of solid black or any other dark solid spot color used in the design will ensure quality reproduction.
- Allow the design to accept at least .5pt of trap.

CHOOSING OR REFERENCING COLOR:

Please refer to the **Pantone Color Guide.**

These color guides are the standard used throughout the printing industry.
You should refer to a "Physical" Color Guide, and not via an online representation.
Choose the correct Guide that will correspond to the paper stock upon which the ink will be printed.
For example, if you choose an uncoated stock (ie., 14 pt. uncoated cover), then refer to a Pantone Uncoated Color Guide.

A Paper Company, such a Kirk or Kelly, may allow you to use their Guide.
A Spot Color Pantone Guide may be used to adhere to brand identity.
There are a variety of guides available – Metallics, Fluorescent/Neon, Pastels, etc.
As most jobs today are printed CMYK and on coated stock, the most common reference guide is the **Pantone CMYK Coated** and **Pantone CMYK Uncoated** Color Guides.

Also, be sure you are in a well lit area when viewing colors. Natural sunlight is ideal.
There is a **Lighting Indicator** at the back of the booklet that can be used as an indicator that you are viewing the booklet in ambient D50 lighting conditions.

MOST COMMON COLOR GUIDES

Example of D50 Lighting Indicator

PANTONE® D50 Lighting Indicator
pantone.com/LightingIndicator

CMYK Coated — **Pantone CMYK Coated Color Guide**

CMYK Uncoated — **Pantone CMYK Uncoated Color Guide**

Spot Color Coated

Spot Color Uncoated

Metallic Inks

Compression Available	.SEA - Self extracting archive .SIT - Stuffit .ZIP	**Media Supported**	DVD CD ROM DISK External USB / Firewire Drives USB Sticks / Flash Cards	**FTP**	www.wetransfer.com (We Transfer is a free FTP service to send large files)

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