



# 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:



## 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.

**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.**

## supported applications

We accept files created in the following native applications:

- Acrobat PDF® ..... Mac and PC
- Adobe® Photoshop® ... Mac and PC
- CorelDraw® ..... PC only
- PowerPoint® ..... Mac and PC
- Excel® ..... Mac and PC
- Word® ..... Mac and PC
- Publisher® ..... Mac and PC

**PDF files are the recommended file type for the most reliable and accurate printing.**

## 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 Solid to Process Color Imaging 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

## 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.

Rasterized Type  
has fuzzy edges **Abc**

Vector Type  
has clean, crisp edges **Abc**

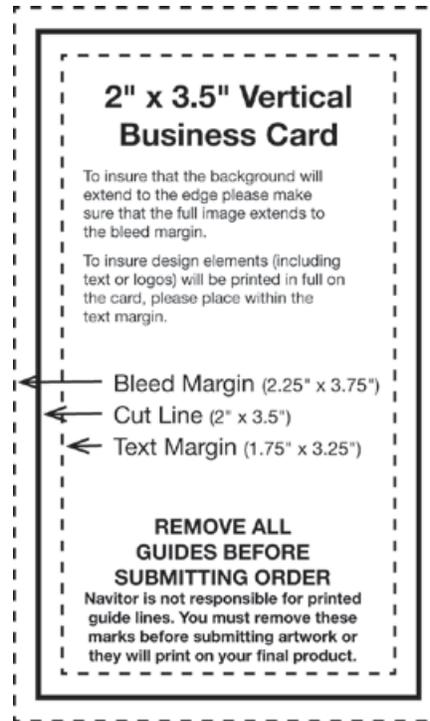


## templates

For best results e-mail XPress customer service at: [orders@xcopy.com](mailto:orders@xcopy.com)  
We would be happy to provide the following helpful templates.

- Announcements
- Brochures
- Bookmarks
- Business Cards
- Envelopes
- Folders
- Forms
- Labels
- Letterhead
- Memo Pads
- Plastic Cards
- Playing Cards
- Post Cards
- Post-it® Notes
- Rack Cards
- Sales Sheets
- Trading Cards

## 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.

## resolution

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

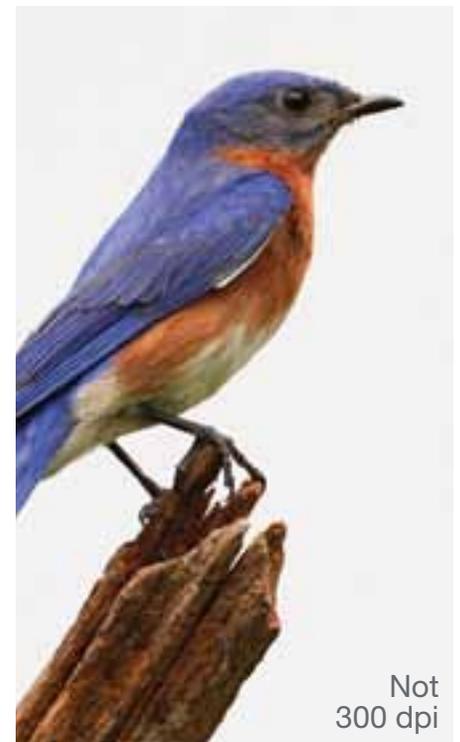
To make sure your printed piece turns out great, black and white line art should be scanned in as line art or bitmap at 600 dpi. Photos, color CMYK or grayscale, should be scanned in at 300 dpi for standard spot or process printing.

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 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



Not  
300 dpi