PRI graphics & signs

DESIGN
GUIDELINES

ACCEPTED FILE TYPES ● ● ●

VECTOR GRAPHICS (PREFERRED FILE TYPE)

Vector-Based PDF (Portable Document Format) files are preferred and must be built in CMYK color mode for the most accurate print results. **Adobe Illustrator (.ai)** or **Encapsulated Post Script (.eps)** format is also acceptable.
*Please be sure to <u>convert all fonts to outlines and embed all objects and images</u>.

RASTERIZED GRAPHICS

Must be built in CMYK color mode and be submitted in a flattened **.TIFF (Target Interlace File Format)** or as a layered **.PDS (Photoshop)** file format. *Note: Image files are not required to be converted to CMYK.*

NON-ACCEPTABLE FORMATS

To ensure print quality and color accuracy, <u>**we do not accept**</u> **graphics in Microsoft Word, Publisher, or Excel files. If you are working in Corel Draw or any other CAD based software, please be sure to export your files as PDF, EPS, or SVG vector formats.**
- If you are submitting Adobe InDesign files, please only send .PDF exports of that file with all object and images embedded and all fonts outlined.
- Any files submitted that are not preferred file types for print will require additional design and setup time, which can produce additional setup charges.
- File type limitations do not apply if PRI will be redesigning your work or designing from scratch.

ADDITIONAL GUIDELINES

Design Resolutions:
- 72 DPI would be the minimal resolution needed to print, but in most cases PRI prefers to have graphics exported and submitted to us with **150–300 DPI**, which will ensure the best in print quality, color accuracy, and resolution.

Color Modes:
- **CMYK:** Cyan, Magenta, Yellow, Black
- **BLACK:** Please be sure to accurately specify your solid black to ensure richness.
- **PMS:** Pantone Match System
  If your design has PMS/Pantone specific colors and you would like to see a Color Print Proof, please be sure to note that within your order request.

Fonts/Typefaces:
- Please be sure to **convert all fonts to outlines**. Doing so will ensure that all text is printed accurately and avoids any changes that may automatically occur when opening and printing your file. If you have a specific typeface for your design and you are needing us to edit or make changes, please be sure to supply PRI with the font file to allow our designers the capabilities to work within your design with live text.

Bleed & Trim:
- If your print is required to "bleed" to the edge, please **incorporate at least (.125") of bleed within your design or graphics**.
  Please include **Trim Marks** within your design if bleed is required in your print.
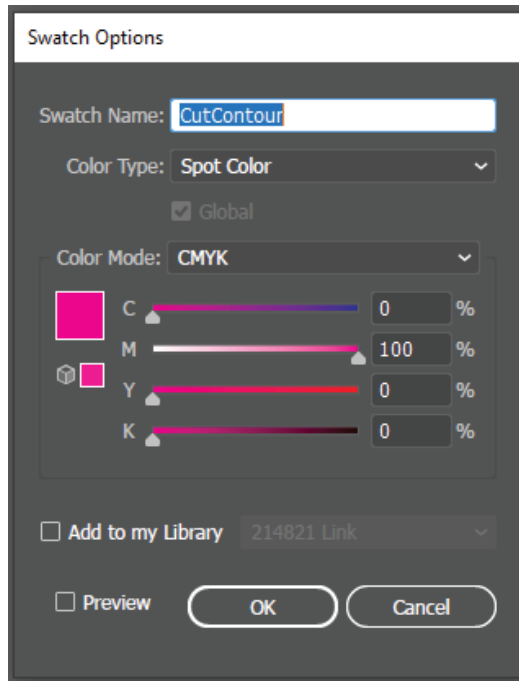
ADDITIONAL GUIDELINES CONTINUED . . .

Contour Cut Paths:
When setting up files with custom cut paths, be sure to follow these guidelines when working in Adobe Illustrator and when saving your files for print.

Swatch Options

Swatch Name: CutContour

Color Type: Spot Color

☑ Global

Color Mode: CMYK

C — 0 %
M — 100 %
Y — 0 %
K — 0 %

☐ Add to my Library   214821 Link

☐ Preview   OK   Cancel

see this for example

- Create a new swatch and name it "CutContour".

- Change your Color Type to "Spot Color" in the drop down box.

- Make sure your Color Mode is selected as "CMYK" in the drop down box.

- Use the following CMYK color values for your cut path: C=0 | M=100 | Y=0 | K=0

Contour Cut Paths Continued . . .
Once you have your swatch created for contour cutting, be sure to have all cut path elements place on a separate layer within your Adobe Illustrator file that should be named "Cut Path". (see below left example)

Finally, when ready to save your file for print, be sure to save as a PDF and choose the settings seen in the screenshot below to the right.

Layers

Cut Path

Artwork

2 Layers

Save Adobe PDF

Adobe PDF Preset: [High Quality Print]

Standard: None   Compatibility: Acrobat 5 (PDF 1.4)

General
Compression
Marks and Bleeds
Output
Advanced
Security
Summary

General

Description: Use these settings to create Adobe PDF documents for quality printing on desktop printers and proofers. Created PDF documents can be opened with Acrobat and Adobe Reader 5.0 and later.

Options
☑ Preserve Illustrator Editing Capabilities
☐ Embed Page Thumbnails
☑ Optimize for Fast Web View
☐ View PDF after Saving
☐ Create Acrobat Layers from Top-Level Layers

Save PDF   Cancel