

## Pre-Design Checklist

**IMPORTANT: before starting your art layout, download item template from [admorefolders.com](http://admorefolders.com)**

- For custom items, call us first; we will create a template to your specs *before* you begin your artwork.

### Create Layout Files with the Following Programs (Mac or PC):

- InDesign • Illustrator • Photoshop • Corel Draw (convert type to curves)

Please note we cannot accept files created with:

- Microsoft Publisher • Powerpoint • Word • PageMaker

### Send ALL Required Files & Art Elements:

- use "package" function in program to collect all elements used in file, including: fonts, graphics, logos, scans, etc.
- vector art: convert type to outlines save as **.EPS**
- images (photos): 300 dpi high-res for CMYK & grayscale
  - save as **.PSD** or **.TIF**
  - RGB low resolution (72 dpi) web graphics are not acceptable**
- scans: 1200 dpi, bitmap format save as **.PSD** or **.TIF**

### If Sending a .PDF File as Artwork:

**Wrong template, missing bleed, low-quality graphics will be rejected.**

- high-resolution (print quality) .PDF documents, including 1/8" bleed

### Ink Colors:

- spot color PMS (Pantone®) printing: use **SPOT/PMS** colors
- four color process (full color) printing: use **CMYK - NOT RGB**
  - for large black areas (not type), we suggest the following rich-black mix: cyan 60% magenta 40% yellow 40% black 100%
  - avoid "Blues that look Purple" refer to the Pantone® Formula Guide and/or Pantone® Color Bridge ([www.Pantone.com](http://www.Pantone.com))
    - choose a blue formula with 30% more cyan than magenta

### Foil Stamp & Emboss:

- supply one color vector (.EPS) art: convert type to outlines

**EMBOSS:** thick, bold copy is better. Recommended minimum line thickness is 2 PT. **—** Increase point size/line weight accordingly. Certain copy will not emboss well and should be avoided: serif/thick-thin type, screens, fine lines and copy with intricate detail.

**FOIL STAMP:** for most type styles, minimum point size is 8 PT. Increase size for serif/thick-thin styles. To avoid loss of detail and plugging do not use ultra-light type styles, screens, thin lines and copy with intricate detail and gaps no closer than 1 pt. **≡**

### Avoid Errors & Job Delays:

- Proofread & test print your files: print color separations; print a reduced copy, cut-out & fold up...does copy fall on correct panels? Additional charges apply if we need to modify your files. **We are not responsible for errors in supplied files.**

## Sending Art Files

- 1 Check that artwork & layout matches specs quoted...**
  - Follow Pre-Design Checklist
- 2 Compress files (.zip) before sending**
- 3 Upload Files & P.O.**

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