Download FREE item design templates at **foldersolutions.com**

Accepted Programs

Files created with current versions of (Mac or PC):

- InDesign
- Illustrator
- Photoshop
- Corel Draw - convert type to curves

NOT Accepted

Files created with:

- Microsoft Publisher
- Microsoft Powerpoint
- Microsoft Word
- PageMaker: convert to InDesign

Pre-Design Checklist

Page Layout: before starting your design, download item template from foldersolutions.com

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

.PDF File Artwork:

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

❑ high-resolution (print quality) .PDF documents, including ⅛" bleed

Layout Files & 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 CMYK & grayscale save as .**PSD** or .**TIF**

❑ scans: 1200 dpi, bitmap format save as .**PSD** or .**TIF**

❑ colors: use CMYK or spot/PMS **not RGB**

❑ **not acceptable: RGB low resolution (72 dpi) web graphics**

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)*

      ❑ 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. ≡

Sending Art Files

① **Ensure artwork & layout matches specs quoted...**

- Follow Pre-Design Checklist

② **Compress files (.zip) before sending**

③ **Email or Upload Files**

- include dealer P.O. number and job name in the subject line
- send dealer P.O. with art files
- reference Quote number

Email SMALL files (under 10 MB)

Upload LARGE files:

  go to: FolderSolutions.com

  select: Help Center

  choose: Art Upload

Avoid Errors & Job Delays:

❑ Proofread & test print your files: print color separations; print a reduced, 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.**