

# ART GUIDELINES

Art must be designed on our templates.

## Page Layout:

- Download item template (go to [colorworxonline.com](http://colorworxonline.com))

## Sending Artwork as a .PDF File:

- High-resolution (print quality) .PDF documents. Include 1/8" bleed at trim edges.

**WRONG TEMPLATE; INACCURATE FILES; LOW-QUALITY GRAPHICS WILL BE REJECTED.**

## Sending Artwork as Layout Files from “Native” Program:

- Collect all elements: use “Package” & “Collect for Output” in program.

- Fonts:**
- printer & screen fonts. Use font from list – **not styles: bold, italic, etc.**
  - type in Illustrator files: convert to outlines/paths (curves in CorelDraw).

- Images:**
- hi-res photos: 300 dpi CMYK & grayscale. **No RGB/72 dpi graphics.**
  - scan/line art: 1200 dpi, bitmap images.
  - save as: **.TIF** format.

- Graphics:**
- vector (outline) art: convert all type to outlines.
  - use proper color mode (CMYK - not RGB).
  - save as: **.EPS** format.

## Ink & Color in Your Artwork:

- ALL COLOR GRAPHICS MUST BE CMYK. Not RGB or PMS (spot) colors.**
- Large black areas: add 40% cyan to 100% black.
- Blue in CMYK graphics: blue can cast toward purple – how to avoid this? Refer to Pantone® 4-Color Process Guide & Pantone® Color Bridge. Select a blue-formula with 30% more cyan than magenta in the mixture.

## Avoid Errors in Your Files:

- Proofread & test print your files: print color separations. Added charges apply if we need to modify your files. **We are not responsible for errors in supplied files.**

## SEND YOUR FILES

- Dealer P.O. # and job name MUST appear in the subject line.**

- Name files properly.
- Sender of files should include this info to match art to P.O. and for work to begin.

- Compress files before sending.**

Mac: Stuff-It or PC: WinZip

**Email - file size less than 5MB**  
[colorworx@ennis.com](mailto:colorworx@ennis.com)

**FTP - file size up to 200MB**  
go to: [colorworxonline.com](http://colorworxonline.com)  
click: ART HELP tab  
choose: FTP upload

### Accepted Programs

Mac and PC files for these programs:

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

### NOT Accepted

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