Artwork Submission Guidelines

THE MITOGRAPHERS® INC.
A FEY COMPANY

Although it is possible to reproduce your item from a print or sample, <u>a digital file is always preferred</u> to help ensure that your artwork is reproduced with the greatest accuracy possible. Below are our preferred file formats for artwork submission. Please review and follow these guidelines.

Preferred File Formats:

Vector files represent shapes mathematically, providing perfect lines and curves. Vector art can be scaled to any size without affecting its appearance or image quality. **Vector art is preferred for most applications**, especially jobs printed with spot colors, or requiring precise cutting of custom shapes.

VECTOR formats *Vector-based Adobe Illustrator, PDF, EPS (also DWG, DXF)*

- **For single-ink designs or multiple spot colors**
- **Files saved as PDF from Adobe Illustrator (best), EPS**
- **Computer-aided design & drafting (CAD) files in DWG or DXF format** (CAD files will still need extra time for setting up in house, but are better options than raster formats)

Pantone swatches are preferred for spot colors. If process colors, use CMYK mode. Please create outlines of your text, as we may not have access to the fonts (type styles) used to create the file.

Vector formats are preferred in most cases.

Custom shapes: Only vector files will provide us with accurate die lines for precise cutting.

Pre-press modification: Small adjustments are routinely made to ensure your artwork prints as expected and conforms to the tolerances of our printing processes. Artwork which is not supplied in a vector format must often be redrawn in our art department. **Vector art reduces turnaround time and increases accuracy.**

Color matching: We can match **spot colors** most easily when **PANTONE Solid Coated color swatches** are utilized in your file to represent the intended color values. A file created and saved in **CMYK mode** (color values defined as shades of Cyan, Magenta, Yellow, and Black) is always best for the printing process, which relies on CMYK data to produce the correct ink colors.
RGB mode (Red, Green, Blue) is intended for screen display, and does not allow an accurate match to the intended colors.

Rasterized files are images represented by pixels (square dots). Scaling and quality are limited by the resolution of the image (dots per inch). Edges may have a jagged appearance if resolution of the image is too low. Accurate die lines cannot be resolved from a rasterized file. **Raster art is <u>only</u> preferred for photographic images.**

RASTER formats *TIFF, PSD, PNG, JPG (raster PDF, EPS)*

- **For four-color (CMYK) printing and full-color digital printing.**
- **Image resolution of 300 dpi (dots per inch) preferred.**

CMYK color mode. Please rasterize or embed your text in Photoshop files, as we may not have access to the fonts (type styles) used to create the file.

Very detailed full-color or photographic items would often by nature be rasterized images. For these items, virtually any raster format is acceptable as long as the image resolution is adequate.