

✓ ART CHECK LIST

A quick test to insure success! Art and digital files that pass this pre-flight "test" usually flow through our system with ease. These guidelines are also explained in detail on our web site – www.DoYouPop.com/production. Art requirements for all of our products conform to sm@rt code "4C (300ppi or vector art as 4-Color Process) as well as sm@rt code "4S" (300ppi or vector art defined as COATED Pantone® spot colors).



1 Layout

- ✓ 1/8" Bleed when art extends off of the mat
- ✓ Critical elements at least 1/4" inside mat edge

2 Image Resolution

Image resolution MUST be 300ppi or higher. EVERY file used to create the final piece MUST be included and editable. This includes linked or placed files.

- ✓ Save images at 300 ppi/dpi, sized to 100%
- ✓ Save images as .psd, .tif, .eps, or .ai files
- ✓ Include editable versions of *all* files

3 Fonts

- ✓ Reverse Type at least 18pt serif, 12pt sans-serif
- ✓ Convert all fonts to outlines/curves
- ✓ Include all Screen & Printer fonts

4 Software ✓ MAC ✓ PC

- ✓ InDesign® ✓ QuarkXPress® ✓ PageMaker®
- ✓ Photoshop® ✓ Illustrator® ✓ Acrobat®
- ✓ Freehand® ✓ CorelDraw®

Word, PowerPoint, and Excel are not acceptable file formats.

5 Media

- ✓ FTP: www.DoYouPop.com/upload (3-80Mb)
- ✓ Email your Product Specialist directly (<3Mb)
- ✓ CD ✓ DVD

6 Color Target / Output Sample

Include a complete, full sized hard copy of the composite art submitted. These may be color or black & white, but must be printed from the final file(s) you provide. Print 4-Color Process targets using calibrated output devices.

- ✓ Calibrated Color Target ✓ Black & White
- ✓ COATED PMS Color Callout

7 Colors – Process & PMS

Colors should be defined as either spot or CMYK. Spot colors will be matched to the Pantone® COATED Process Imaging Guide. Converting spot or RGB colors to CMYK may produce unexpected or undesirable results.

- ✓ CMYK 4-Color Process ✓ COATED Pantone® PMS

8 Design Tips

- ✓ Avoid small type and other thin elements for fabric counter mats
- ✓ Include all files, including fonts and images
- ✓ Convert fonts to outlines/curves
- ✓ Supply a printed copy of the final layout and color samples or color targets

9 Corner Radius

- ✓ Standard corner radius is 3/8"
- ✓ Any other corner radius requires a custom die
- ✓ Square corners are NOT recommended

10 Layout Considerations

