Submitting Art Files

The file type you submit is dependant upon the print method being used.

Digital Printing - Direct laser printing using 1 color black or 4 color process (CMYK) normally used for smaller quantities and variable content.

Offset (Litho) Printing - Can be used for 1, 2 or 3 solid colors and 4 color process (CMYK) printing, normally for larger quantities.

Screen Printing - Typically used for imprinting on Promotional Products, Apparel and other products such as yard signs, and can use one or multiple solid colors.

Wide Format Printing - 4 color process (CMYK) inkjet printing for posters, banners, signs, displays, etc.

A **Print Ready PDF** is the ideal file type for most print methods.

Print Ready means that the file is high resolution and ready to go directly to press. The file is set up and saved as CMYK for 4 color process output or Spot Color when specific PMS colors are required. It has trim marks and bleed where necessary and live copy is set up far enough from the trim edge to allow for safe trimming. *See next page.*

Alternatively, submitting packaged native design files, such as InDesign or QuarkXpress will work. Packaged files should include all images and fonts used in the design. Artwork created in Adobe Illustrator can also work but fonts must be outlined or supplied, and images either embedded or supplied.

Digital Printing — The best file to submit for digital print is a **Print Ready PDF**.

Digital or Laser printing is generally used for smaller print quantities or where variable content is being used. Digital printing can be either 1 color black (or grayscale) or 4 color process (CMYK). Spot colors (Pantone colors) cannot be used in digital print.

What is "RESOLUTION & RASTER"?

Resolution for print is measured in dots (or pixels) per inch (DPI), which refers to how many dots are displayed per inch of a **Raster** image (photo).

A **Raster** image is made from thousands of color dots and is therefore resolution dependent. High resolution images (300 dpi) result in a high-quality, crisp image output while low resolution images with fewer dots per inch, result in a low-quality pixellated output.

LOW RESOLUTION	HIGH RESOLUTION

Raster artwork should be saved as **300 DPI** for high resolution print quality.

Raster file types can be **TIFF, JPG, PNG or PSD**.

Let's talk COLOR!

CMYK is made of Cyan, Magenta, Yellow, and Black (**CMYK**). This color format used for all 4 color process printing.

RGB is made of Red, Green and Blue (**RGB**). This color format is best for online, web usage.

PMS using the standard Pantone Matching System (**PMS**). This color format is necessary when a one, two or three spot color output is required.

Offset Printing — Just like digital printing the best file to submit for offset printing is a **High Resolution, Print Ready PDF**. However, print ready for Offset Printing can differ from Digital Printing. When printing a 1, 2 or 3 color project, colors must be assigned as spot colors (PMS colors) and not CMYK.

RGB colors should be converted to CMKY and all "Black Type" should output as black ink and not a CMYK mix. Similarly, "Gray Type" should be set as a percentage of black.

Wide Format Printing — Wide format printing is 4 color process (CMYK) printing that is output on inkjet printers. Typically used for large size posters, banners, signs, displays, etc. the image quality for wide format is critical. Ideally, a vector art file should be used because the print quality does not diminish when vector art is enlarged. When vector art is not possible we recommend that the resolution of raster artwork be a minimum of 100 dpi at final output size.

Screen Printing — Screen printing prints solid color shapes and not dots like digital and offset CMYK printing. Print Ready files for Screen printing should be vector art files. Vector art saved as a **Print Ready PDF** or native **Illustrator AI** or **EPS** files, with all text converted to outlines, are ideal for screen priting.
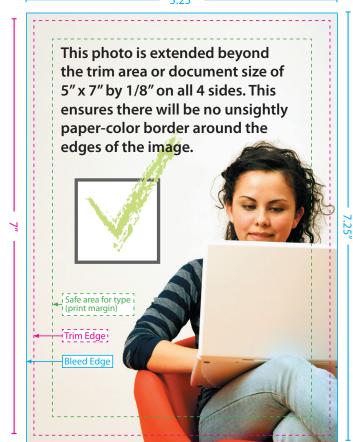
What is "VECTOR"?

Vector artwork is made up of points, lines and shapes which means that they can be scaled up or down without losing any quality. These graphic files are created within Adobe Illustrator.

Vector files are saved as **AI, EPS** or **PDF**.

SPORT
Vector illustration

Vector artwork is the best file type when its available.

What is "BLEED" and does the artwork I'm submitting to Stevens Group, require it?

Bleed is the zone outside of the trim area. This allows you to print images & artwork to the edge of the page. When a document has bleed, it must be printed on a larger sheet of paper and then trimmed down.

A **Bleed** acts as a margin of error when the document is trimmed, after it's been printed. ANY file you submit for print that has artwork running to the edge of the paper must extend at least 1/8" beyond the trim area. If you do not allow for the 1/8" bleed, you may end up with a slight unprinted area between your artwork and the edge of the cut sheet.

5.25"

This photo is extended beyond the trim area or document size of 5" x 7" by 1/8" on all 4 sides. This ensures there will be no unsightly paper-color border around the edges of the image.

7"

7.25"

Safe area for type (print margin)

Trim Edge

Bleed Edge

5"

The Stevens Group

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