

## ACCEPTED ARTWORK FORMATS

### LOGOS & VECTOR ARTWORK

- Adobe Illustrator (.ai)
- Encapsulated Post Script File (.eps)
- Portable Document File (.pdf)

### MULTIPLE PAGE DOCUMENTS

- Packaged Adobe InDesign File (.indd)
- Portable Document File (.pdf)
- Packaged Quark Express File (.qxd)
- Microsoft Publisher (.pub) Packed using the Pack and Go feature. Not preferred for press or color separated jobs.
- Microsoft Word (.doc, .docx) (not preferred as final art) Any unusual fonts must be sent. Spot colors can not be defined in word. If no changes will be made please send the document as a PDF.

### IMAGES

(QUALITY IS FILE SPECIFIC AND MAY NOT BE USABLE)

- Tagged Image File (.tif, .tiff)
- Photoshop Document (.psd)
- Joint Photographic Experts Group (.jpg)
- Portable Network Graphic (.png)
- Bitmap (.bmp)

In order to expedite your order please follow the artwork requirements. If you do not have the correct artwork format please send the files you have and we will work with you to the best of our abilities.

While every effort is made to typeset according to your instructions, proofreading is your responsibility. Please carefully check all type for accuracy. Errors of any kind after proof approval and printing are the responsibility of the customer.

If you have any questions about our artwork requirements please call us and ask us. 919.846.6000

## GENERAL ARTWORK REQUIREMENTS

- PLEASE DO NOT SET ANY ARTWORK UP IN MULTIPLE ITEMS ON A PAGE.
- PLEASE DO NOT INCLUDE CROP MARKS.
- INCLUDE 1/8" BLEED ON ALL ARTWORK WITH A BLEED. Make the document size match that of the final size plus the bleed. If you have a 3.5" x 2" Business card with a 1/8" bleed on each size the document size would be 3.75" x 2.25". InDesign documents should include the bleed in the document setup.
- If there is not a bleed include a 1/4" margin on each side for copier jobs. For press work a .315" gripper margin is needed. If this margin is not included some of the copy may be cut off on the final print.
- Supply all graphics used with the job.
- Specify spot colors to be used on all artwork.
- All supplied hi-res files such as photos or screen shots, submitted to us MUST be saved in CMYK mode at a minimum of 150 dpi at the final size, 300 dpi is preferred. Files saved in RGB mode could result in unexpected output. **ATTENTION:** Screen shots using black text even if converted to CMYK may have undesired or unexpected output quality.
- Supply all fonts used with the job unless a PDF is sent or the file is packaged (pack and go). If changes are required on the PDF we may need you to send the fonts used. We have an extensive font library; however, we cannot guarantee that we will have all of the fonts for a particular job.
- Corel Draw files are NOT acceptable. Please convert them to a PDF.
- Vector artwork is preferred when available.
- **When sending a PDF**, please also send the native file format if available and in one of our accepted file formats.

### LOGOS

- Must be in vector format. (see side column for acceptable formats)
- Must have spot colors specified (pantone solid coated or pantone solid uncoated).

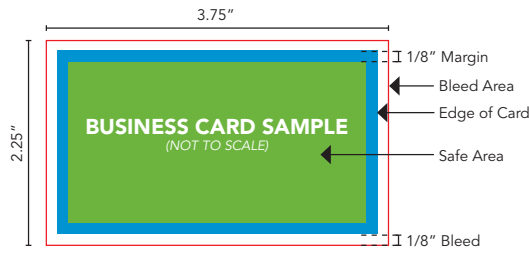
## HOW TO SEND US ARTWORK

- Acceptable media: CDs, DVDs, USB drives.
- E-mail is acceptable for files smaller than 3mb. E-mail files to **customerservice@pip.com**.
- Any size file can be sent through our website: **www.piprdu.com** click send a file and follow the instructions.
- Any size file can also be sent using a ftp client.

ftp address: ftp.pip.com  
user name: pip1088  
password : printit

# PRINTING TERMINOLOGY

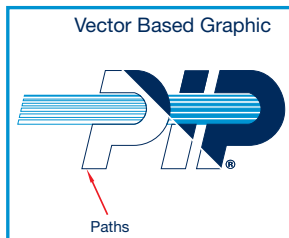
**BLEED** - Bleed is used to extend an image, color or line right to the edge of the finished printed piece. For example, if you want your business card background to be entirely blue, you must bleed the blue color past the edge of the final size of your business card. This prevents a white line down one or more edges of your print, caused by very slight variations in printing.



**MARGINS** - The white, unprinted area surrounding a printed image. If the margin is set too small some of the print may be cut off depending on the output device.

**CROP MARKS** - The marks that designate what portion or areas of the artwork should be included in the final printed piece.

**VECTOR-BASED ARTWORK** - A vector-based graphic is a graphic that uses anchor points and paths to form shapes as opposed to pixels. The advantage of a vector-based graphic is that it can be scaled indefinitely without any loss of quality. Some programs that use a vector format include Adobe Illustrator, Macromedia Freehand and CorelDraw.



A vector file will always provide the highest resolution we are capable of printing.

**RASTER-BASED ARTWORK** - A raster-based file is an image or photograph using pixels to determine color. Programs such as Adobe Photoshop and Macromedia Fireworks are raster applications.

The most important part of your design is making sure the images are created at the proper size. Before you begin your design, remember that every image has two sizes. The first is the mathematical size and the second is the resolution. While directly related, they are very different aspects of the same image.

**PROPER RESOLUTION** - Image resolution is the number of pixels per square inch in a given image. Pixels are the tiny squares that determine the color and sharpness of the image. The more pixels, the clearer the image will appear. Ideally, we use an image resolution of 300 pixels per inch (PPI) at the actual production size for digital printing. Images that are lower than 150 ppi tend to be below our quality standards. The part that can make this confusing is when you start changing the mathematical size and how the changes effect the resolution.

Lets say that your "original" image is 1" by 1" at 100 ppi. This means that this image has 100 pixels in it's 1 square inch area. If you change the mathematical size to 10" by 10", you now have a 100 square inch area. Since the "original" only had 100 pixels, those pixels now have to stretch to cover 10 times the area and the only way this can happen is if they "fuzz", creating the blurry looking image. The higher the resolution of the ORIGINAL image determines how clear the image will be when the mathematical size is increased.

**COPY** - Material, including art and text, submitted for reproductions. The term is also used to refer to the final printed result.

**PANTONE MATCHING SYSTEM (PMS)** - A popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the Pantone name or number. This assures that you get the right color when the file is printed, even though the color may not look right when displayed on your monitor. Pantone colors printed digitally may vary slightly to press colors.



design



print



mail

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