Pouch Artwork Do's and Don'ts

Do's

Do provide your artwork in Adobe Illustrator for Macintosh format

Our software is optimized to work with Adobe Illustrator for Mac.
Other file formats may have to be converted to Illustrator format at additional charge.

Do include a full size color printout (or PDF) of your design along with your art files

Images, text, and other elements sometimes "disappear" or change position if we open your files in a version of software different than the one used to create it. A "hard" color print or PDF shows us what your design is supposed to look like so we can compare it to the application files and correct any problems.

Do include all fonts (screen and printer) and backup images with your files

We probably don't have all of your fonts in our collection and we may need to make modifications to your images for proper printing. Also, images that are linked (and not embedded) must be included or they won't print.

Do save all photographic images as 4-color process (CMYK) in the TIFF format or EPS format, with at least 300 d.p.i. resolution

TIFF files produce sharper printed images than other formats, and 300 dots per inch is the minimum suggested image resolution for professional quality printing. CMYK (and not RGB) is required to print photographic type images.

Do clearly indicate all PMS/spot colors used in your design

We need to know the PMS number of each spot color in your design so it is printed with the correct inks.

Don'ts

Don't outline your fonts.

If text changes need to be made we can usually make them for you quickly for a small fee. If the fonts are outlined, though, text changes may require starting over with new files (at a substantially higher cost).

Don't flatten the layers in your Photoshop images

We need to access the layers within your Photoshop images for proper separation into each printing plate.

Don't use Photoshop to create text or simple shapes (exception: text logos that use special Photoshop filters)

Photoshop **rasterizes** text and images (rather than using a **vector** system), causing regular text and line art to appear blurry when printed. To work around this, create your text and other autoshapes using Adobe Illustrator's tools instead.

Don't use the text "style" menu to add bold, italics, etc.

Text with styles applied from the menu toolbar commands print blurry on high resolution presses. Instead, use the actual font (ie: rather than applying a bold style to an **Arial** font, use the **Arial Bold** font).

Don't convert "spot color" designs or elements to "4 color process"

Only complex images like photographs, paintings, and complex drawings with more than 4 colors should be saved in the 4 color process (CMYK) format. Other objects (text, autoshapes, and simple background colors) should be saved as PMS (spot) colors so they print sharply. This means that your design may have some elements that print 4 color process (cyan, magenta, yellow, and black) and other elements that print using PMS colors.