

ILLUSTRATOR

DO'S:

- **DO** create your files at the TRIM SIZE. Add 1/8" extra image for bleed for all jobs that bleed. Add crop marks.
- **DO** save your files as ILLUSTRATOR EPS.
- **DO** make sure that your files, and all linked and embedded images are 300 dpi and CMYK if a four color process job.
- **DO** convert all illustrator colors to CMYK or Pantone colors. That includes ALL fill colors, stroke colors and gradients.
- **DO** convert ALL text to outlines.
- **DO** proofread your files carefully. We do not run spell check or cross-reference any information.
- **DO** check all fold panels to ensure the job will fold correctly.

DON'TS:

- **DO NOT** send us native Adobe Illustrator files (save as EPS).
- **DO NOT** send us your fonts! You must convert all text to outlines.
- **DO NOT** use a border thinner than 1/4" on your job.
- **DO NOT** use images or save your files in RGB Mode.
- **DO NOT** use a TIFF image saved with "LZW Compression".
- **DO NOT** use an EPS image saved with "JPEG or ASCII Encoding".
- **DO NOT** place important elements closer than 1/4" from the trim edge.