

QUARK XPRESS

DO'S:

- **DEFINITELY DO** “stuff” or “zip” your entire Quark Folder
- **DO** create your files at the TRIM SIZE. Add 1/8” extra image for bleed for all jobs that bleed.
- **DO** include ALL fonts, ALL images and your quark file(s).
- **DO** include only TIFF or EPS images.
- **DO** make sure all images are 300 dpi or greater and CMYK or Pantone color.
- **DO** proofread your files carefully. We do not run spell check or cross-reference any information.
- **DO** convert all Quark four color process jobs to CMYK mode.
- **DO** check all fold panels to ensure the job will fold correctly.

DON'TS:

- **DO NOT** use a border thinner than 1/4” on your job.
- **DO NOT** use Quark Default BLUE >> it prints purple.
- **DO NOT** include RGB images, text or logos.
- **DO NOT** use “LZW Compression” when saving an image as TIFF.
- **DO NOT** save Photoshop EPS images with JPEG encoding.
- **DO NOT** place important elements closer than 1/4” from the trim edge.
- **DO NOT** stylize fonts.