Firespring®

Artwork Requirements for Print

Each file should include a paper proof as a layout and color guide.

DIGITAL PRINTING SPECS
Our artwork specialists are available for consultation to help you setup your files correctly the first time and prevent any delays.

ACCEPTABLE FORMATS
All files should be saved in original format. We fully support:

- **Adobe InDesign CC®** (or earlier versions)
  Most commonly used for page layout, brochures, business cards, and can encompass Illustrator and Photoshop files.
  For Output in InDesign: Go to "File" then "Package" to collect all fonts and graphics to send to printer. Be sure to compress the packaged files into one zipped file for ftp upload.

- **Adobe Illustrator CC®** (or earlier versions)
  Most commonly used for logos, vector graphics, illustrations
  For Output in Illustrator: Do not embed graphics (send with original Illustrator file) - Convert all fonts to outlines

- **Adobe Photoshop CC®** (or earlier versions)
  Most commonly used for photos, raster graphics, web graphics

- **Quark Express 8®** (or earlier versions)
  Most commonly used for page layout, brochures, business cards.
  For Output in Quark: Use "Collect for Output" to collect all fonts and graphics to send to printer. A print-quality pdf is preferred.

Formats to avoid:
- Microsoft Office® (Word, Excel, PowerPoint) – Most commonly used for documents with text and minimal layout or for display only. If you send this format, provide a PDF for output as fonts and alignments from computer to computer change in this software.

- Microsoft Publisher® – Most commonly used for page layout, brochures, business cards. If you send this format, provide a PDF for output as fonts and alignments change in this software from computer to computer.

FONTS
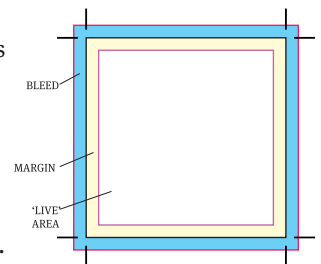All fonts must be included in the file. To prevent conflicts, it is recommended to outline all fonts.

FINAL DOCUMENT SIZE & BLEEDS
Document setup should be set to final trim size.
If there are images that extend to the edge of the document this will require a bleed. Please extend graphics (bleeds) 1/8" past the final document size.

IMAGES
All linked images (EPS, JPG, TIFF, BMP, PSD) must be high resolution. We recommend 300dpi. Anything less may result in poor quality. If JPEG compression is used, please set it to maximum quality. All images must be assigned CMYK not RGB. (Note: Digital cameras save images as RGB. These images will need to be converted to CMYK before placing into document.)

COLORS
Pantone colors will automatically convert to CMYK unless project is specified otherwise. There will be a shift in color. Metallic colors like pantone 877 silver and pantone 871 gold will not have a metallic luster like traditional metallic ink when printed digitally.

PROOFS
Online proofs are sent for all print projects. Please tell your Account Manager if you would like to see a hard copy, Digital Production Proof, or a Matchprint.

ART ACCEPTED IN MAC OR PC FORMAT ON:
- Website upload http://print.firespring.com/design-center/send.html
- Email (compressed using Zip/Stuffit)
- CD/DVD
- USB Jump Drive

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IMPORTANT!!	• Turnaround time is based on the approval of a final proof (if needed). If changes are required to the proof, additional time will be added to the final delivery date.
	• Firespring takes no responsibility for damaged artwork.
	• Electronic art which does not meet above parameters may be subject to additional charges and/or delivery delays.
	• All orders are subject to an additional $80/hour design charge if provided files do not meet provided standards.

FAQ

What is a vector graphic?
A vector graphic is made up of lines and curves, allowing it to be scaled up or down without loss of quality. An EPS file is an example of a vector file format. Adobe Illustrator®, Macromedia Freehand® and CorelDraw® are able to open and edit these files. Vector files may also be used in other design software, e.g. QuarkXpress™ and Adobe Photoshop®.

NOTE: Not all EPS files are vector graphics. Adobe Photoshop® also saves raster graphics in EPS format. If you open a vector file in Photoshop® and save it, it will become a raster graphic.

What is a raster graphic or bitmap?
A raster graphic or bitmap is made up of patterns of picture elements, called pixels, that reproduce well only when left as is. When scaled up or rotated, they produce a poor quality image. When printing bitmap files, the image reproduces exactly as it is stored — in other words it is resolution-dependent. BMP, TIFF, GIF, JPEG and PCX files are examples of raster graphics. PC Paintbrush® and Adobe Photoshop® are examples of applications that can open these files. Raster images are usually reproductions of original art, photographs or "paint" images.

What is high resolution/low resolution?
In electronic imaging the measurement of printout quality for raster images is expressed as the number of dots per inch (dpi). Image resolution typically ranges from 72 dpi for screen viewing (low-res) to 720 dpi for professional printing (high-res). Generally the higher the resolution, the higher the quality of the output, and the larger the file size. If you have a low resolution image, or you "stretch" a small raster image into a larger size, the image will print with jagged edges and appear pixilated. Resolution and size are different, but proportional. For example, a 3"x3" image at 300 dpi resolution will appear to be the same quality as a 6"x6" image at 150 dpi. Every time you increase the measurements of a raster file, the resolution decreases accordingly.

NOTES: Once the resolution of a raster file is reduced it cannot be restored. Images from the Internet or any kind of web site are usually 72 dpi GIF, JPEG or PNG files, which cannot be reproduced in large format printing due to the poor quality. Color and resolution are removed from these images to allow rapid transfer through the Internet.

What are the different color systems?
PANTONE MATCHING SYSTEM® (PMS) – is a standard among ink matching systems for color reproduction. This method is typically used in professional printing to assure accurate colors between different materials and printing methods. Pantone numbers (from a specific chart) or Pantone color "chips" are used to convey the desired color and should be included along with the artwork. An example would be "PMS 485C" which would denote a fire red color from the "Coated" materials chart.

CMYK (Cyan, Magenta, Yellow, Black) is an ink system used in four-color process reproduction. The CMYK method mixes these four colors by predetermined percentages to replicate the selections in a color palette. This color system is used by most printers for reproducing art on paper and many other materials.

RGB (Red, Green, Blue) – In the RGB color system a color is represented by indicating how much of each ingredient (red, green, and blue) should be included in it. Each of the three values can differ from the minimum (no color) to the maximum (full intensity). When all the colors are at their minimum value the displayed color will be black, and when all colors are at their maximum the displayed color will be white. RGB is not used for printing on paper even though it allows for a wider range of more vibrant colors.

For more artwork tips, please ask your Account Manager for a pdf of
"Designing for Print: 5 Most Common Digital Prepress Issues"

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Packaging Indesign Files

Package gathers copies of all images and fonts used in the document along with a copy of the InDesign document itself into a single folder that you can easily deliver to a print service provider or to a colleague. You can even use this option to archive completed jobs, to make sure that all necessary elements are stored together. Here's how:

❶ Choose File ➜ Package.
The Package dialog box opens. The Summary screen shows you all current images and fonts in the document, based on an analysis of that document.

❷ Click Fonts in the list on the left side of the dialog box.
Any fonts in your document are listed on this screen. Select fonts from this list and click the Find Font button to discover where they're located. These fonts are saved directly into the package folder when you finish.

❸ Click Links and Images in the list on the left side of the dialog box.
The Links and Images screen lists the images within your document. Find the image, update it, and repair links before packing the file. If any images aren't properly linked, your document is incomplete and prints with pictures missing.

❹ When you're finished, click the Package button at the bottom of the dialog box.
Your document and all its associated files are saved into a folder. You're given the opportunity to name the folder and specify a location on your hard drive.

❺ Instructions dialog box
Fill out any of the information in this area that you feel is pertinent. This creates a text file that is included in the package.

❻ Naming and Location of Pacakge
If you're taking a file to a professional print service provider, you can give them your original InDesign document or you can create a high-quality PDF file. It's a good idea to ask your print service provider about the file type they prefer. By providing an InDesign file, you give them a chance to fine-tune the document, and if you provide a PDF, the document has limited capabilities for editing.

Be sure to click on the check boxes to include ❹ fonts, ❸ graphics, ❷ IDML file, and ❶ PDF.

The final package will contain everything used in the document and organize it. ❷

❼ Sending your files to Firespring
Compress the packaged folder to upload to our website:
http://print.firespring.com/design-center/send.html

For a video-based tutorial, visit:
https://helpx.adobe.com/indesign/how-to/
indesign-package-files-for-handoff.html