

Art Instructions

General Guidelines

We accept documents created in Illustrator CS2, QuarkXpress 6.5, InDesign CS2, Photoshop CS2 and all earlier versions of the programs listed above.

To avoid any delays with the processing of your order we recommend that the type in Illustrator files beconverted to outlines. This can be achieved by selecting all text in the document, clicking on the TYPE option in the upper menu bar, then clicking on create outlines.

QuarkXpress and InDesign may be sent as native files. Be sure to include placed images and fonts. Please note that you also have the option of creating outlines in the InDesign program.

Documents that are created in Photoshop that include text are discourage as the text appears bittmapped when printed. Other applications should export files to EPS, (preferred), or PDF.

TIFF files may also be sent, though these generally are not advised unless you are certain of how to correctly separate colors for Postscript output.

JPEG and GIF files are NOT recommended as they do not color separate correctly and have very poor print results.

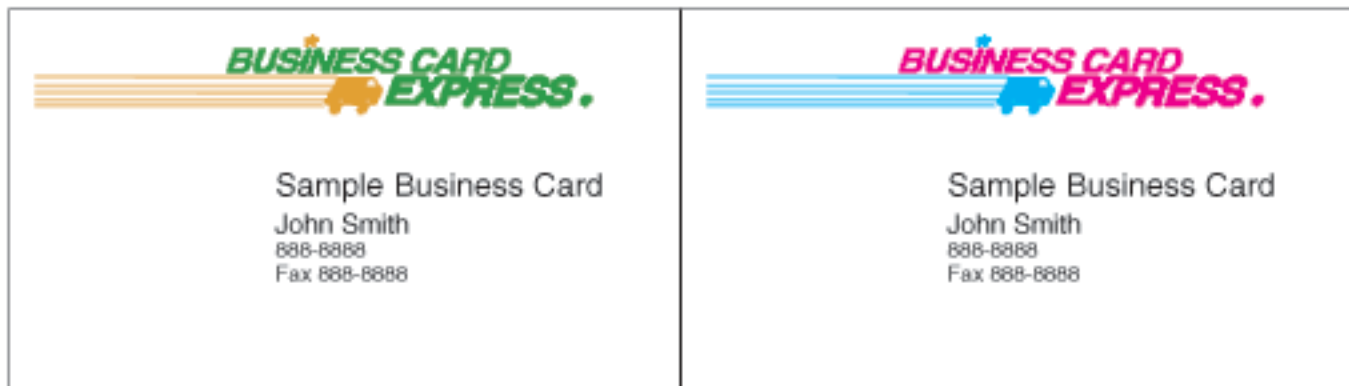
Finally, when saving your attachments please do not name the files simply 'BC', 'Letterhead', or Envelope' Include part of the mainline in the name of the file, i.e. 'Smith Jones Env' or 'Mariann Jones BC"

Color

BCEX prints spot color only. Four color separations will delay your order. Any TIFF, JPEG or other linked bitmap image should be grayscale. All single color orders should be saved as black. Multiple color orders can be saved as Pantone® spot colors, or using Process Colors to represent the actual color that will print. To do this, the primary color will be black, the second color is magenta, the third color is cyan, and the fourth color is yellow. An example of a business card saved as process colors is show below. To screen your color simply adjust the percentage of the color, eg. Black and Red order would be saved as black and magenta only, if the Red was to be a 40% screen, adjust the magenta percentage to 40.

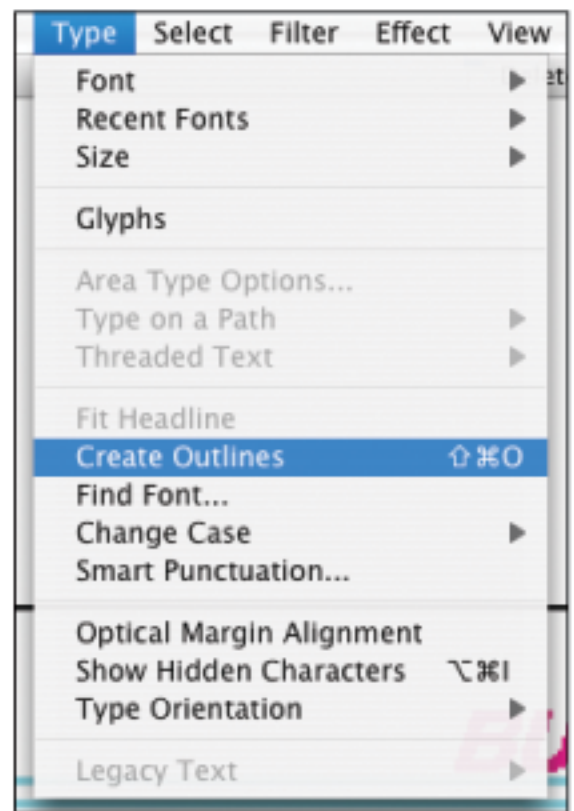
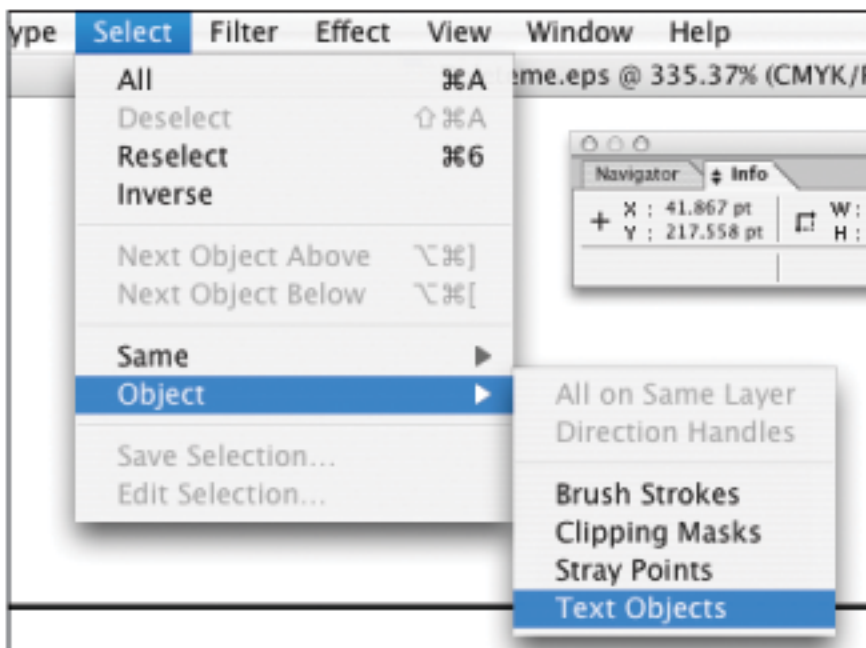
Example of a three color business card as it will be printed.

Example of the same business card saved correctly in process colors



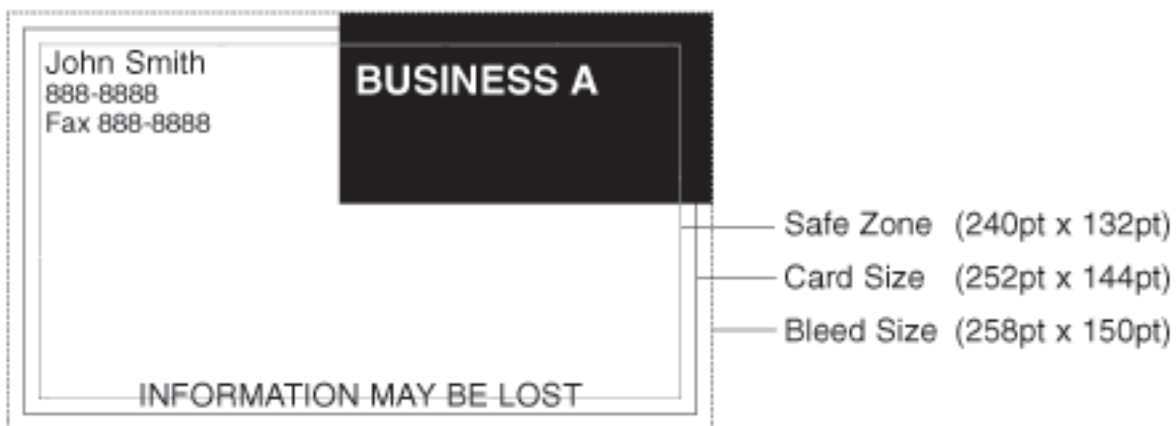
Fonts

We accept both Macintosh and Windows Postscript Type 1 fonts. If you wish to guarantee your file will open correctly, include all fonts contained in the document. If you are sending fonts with your art, we ask that you do not send True type or multiple master fonts. To make certain that your file will print correctly, we suggest that you convert your fonts to Outlines (or Curves) from within your graphic program. Below is an example of how to do this from Adobe Illustrator. First you select all of the Text Objects in your document. Then you select Create Outlines or Curves



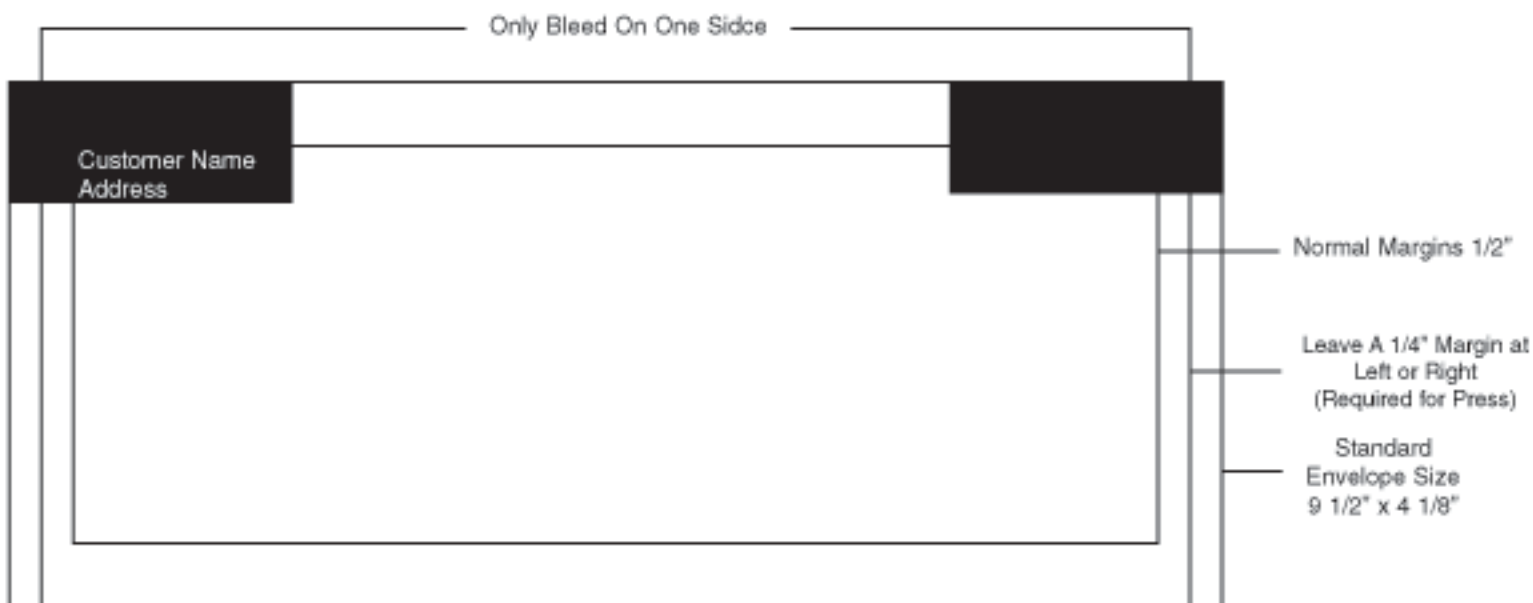
Card Size

Our standard business card size is 3.5" x 2" or 252 pt x 144 pt; however, do not exceed 240 pt x 132 pt unless you are requesting a bleed. Any information outside of this area may be lost. Bleeds should extend 6 points out from the business card's border. Please refer to the example below for more clarification.



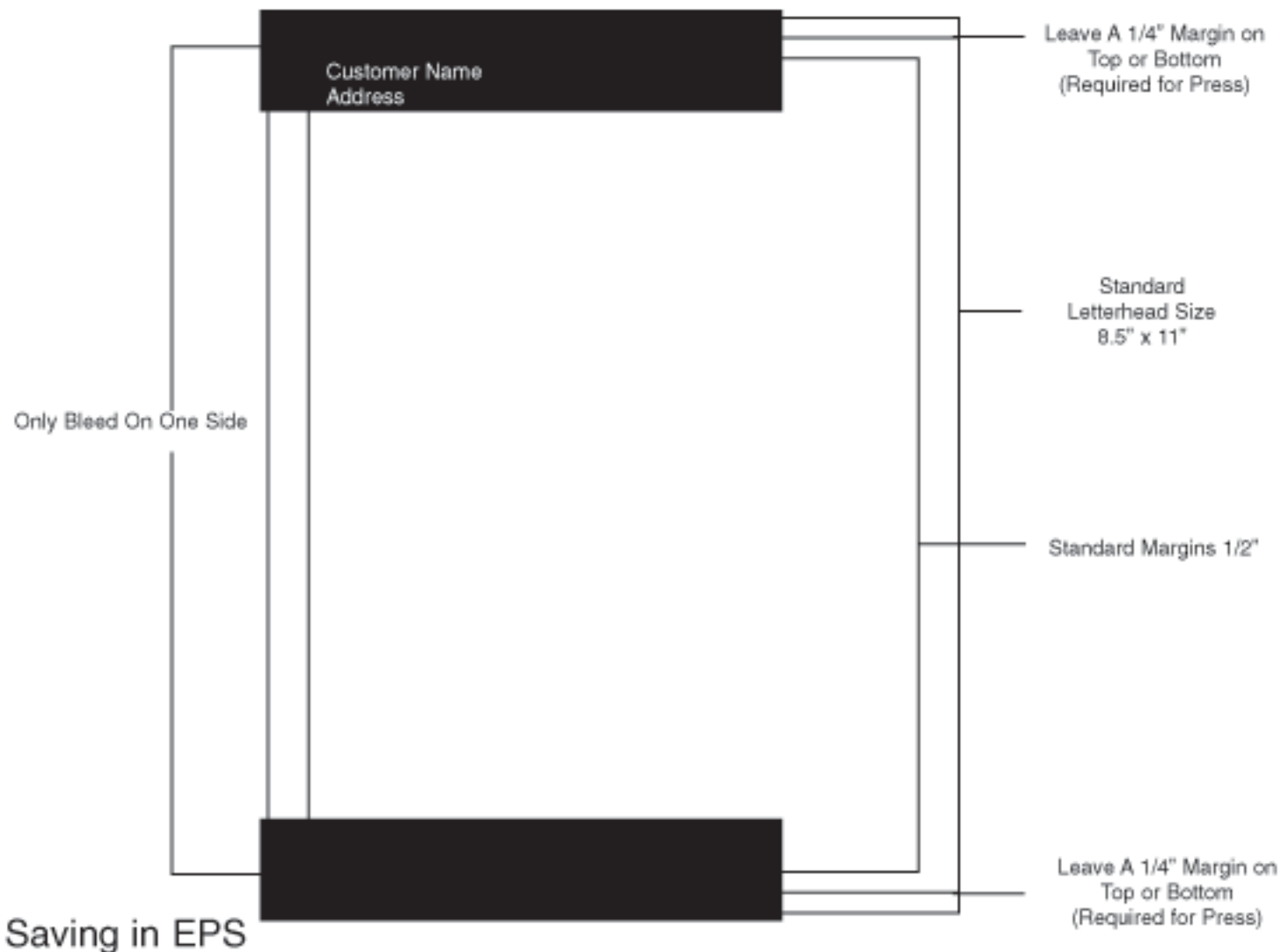
Envelope Size

The standard envelope size is 9 1/2" x 4 1/8". The normal margins used are 1/2" on all four sides. You may extend to the edge or bleed off of the edge, but only do so on one side of the envelope. Also a 1/4" margin is required on the left or right side of an envelope in order to accommodate the printing press. Please refer to the example below for more clarification.



Letterhead Size

The standard letterhead size is 8 1/2" x 11". The normal margins used are 1/2" on all four sides. You may extend to the edge or bleed off the edge, but only do so on one side of the letterhead. Also a 1/4" margin is required on the top or bottom of a letterhead in order to accommodate the Printing press. Please refer to the example below for more clarification.



Saving in EPS

Format

EPS is the preferred format for sending art. When exporting your finished card as an EPS, make sure that all art is in spot or process color, and all linked images are in grayscale. Please make sure any linked images are sent with your artwork and any fonts used are sent as well.

Saving in PDF Format

In order to obtain a good PDF, always embed and subset fonts, set transparency flattening settings to the highest settings (when appropriate), all color settings should be set to CMYK, use Binary data format instead of ASCII, if you are using Photoshop then flatten your file first, and after the PDF is saved check the Document Properties in Acrobat to confirm that fonts are embedded and subsetted. Some common errors with PDFs are that they are produced by PDF Writer, saved from Microsoft applications such as Word or Publisher, using generic settings such as eBook, Screen, or Web, downsampled images (High resolution images distilled to low resolution), and high resolution images not embedded.