

# Artwork Guidelines

## DIGITAL PRINTING

### Artwork Format

**File format:** PDF with 1 design per page. Files should be sized to the finish print size.

**Color profile:** CMYK. Any files provided in RGB will be converted which will result in them being less vibrant.

**Resolution:** 300 DPI. All files will be printed at this resolution. To confirm your file will print clearly, view the PDF at 100% scale. This is exactly how it will print.

**Photos:** Save your embedded photos as TIFF and your vectors as EPS files to ensure the best quality.

**Text:** Please make sure all text is converted to curves/outlines. This will insure there'll be no changes to the fonts once printed.

### Crop marks, bleed, and safe area

**Bleed:** Each file should have 0.25" bleed with 1 design per page. Ex. a print sized 5" x 7" will be 5.25" x 7.25" with bleed.

**Crop marks:** Each page should have crop marks.

**Safe area:** Each file should maintain margins of 0.125" on each side of the artwork to allow for movement during printing and finishing process. Variation from digital printing can occur. We recommend following the industry standard of allowing for 0.04" variation in designs.

We request that all files be sent to us in the format listed in this document. If you're unable to provide a print ready file, our staff can set up your files for a fee. Our design time is charged at a rate of \$1.25 per minute.



### Artwork Notes

#### Borders

We do not recommend artwork borders smaller than 0.25" on any artwork as the border has the potential for looking uneven on the final product due to the shifting tolerance during printing

With projects that are being duplexed, being printed on our Multi-Loft stock or double sided, we cannot guarantee both sides will line up. Digital die cut projects are recommended maintaining a 0.125" border. We do not recommend borders on both sides of these projects.

If the borders guidelines are not followed, we cannot guarantee the order and it will not be covered under the reprint policy.

#### Stock Options

Our standard house stock and most common papers are 60# text, 100# text (matte or gloss) and 100# card stock (matte or gloss). We offer a variety of other stocks including felt, linen and cotton. You can view samples at the front desk of our store or request a copy of our sample booklet to keep on hand for your clients to view.

We allow customers to provide their own stock as long as it can be run on our machines and a Customer Stock Agreement is signed. Our restrictions for digital printing include no stock sized 12.5" x 19" and for traditional printing no deckled or torn edges. To confirm a paper stock can be used, please provide our order entry team with a link to the stock prior to purchasing it.

#### Color Matching

Artwork should be provided in CMYK. If artwork is provided in RGB, your artwork colors will be significantly different than anticipated as it was designed for screens and often shows a color much more vibrant than it can be printed.

Printed CMYK color cannot be determined from the screen and can vary from print shop to print shop, as well as from day to day on the same printer. Paper choice can also impact how a color looks when printed. We recommended printed proofs if you are concerned about the coloring on your final print.

To match a specific color we request that you provide the CMYK code or a Pantone color code. If you are trying to match a specific stock or envelope color, you must provide a CMYK color from the manufacturer. We cannot guarantee an exact match to any stock when printing digitally. Color matching services are \$10 per color and are not covered under our reprint policy.

#### Variable Data

Variable data projects refer to any project that has items changing from one page to another. These are generally projects like envelopes or place cards. When providing this PDF, we need 1 page per variation. For example, if there are 50 addresses, we should have 50 pages. If projects have variable data on one side, but the same thing on the other side, please put the consistent artwork on the first page of the document.

We provide variable data merging services for \$25 per 300 entries. Contact our Order Entry team for more information.

# Artwork Guidelines

## ENVELOPES

### Artwork Format

**File format:** PDF with 1 design per page. Files should be sized to the desired envelope size.

**Color profile:** CMYK. Any files provided in RGB will be converted which will result in them being less vibrant.

**Resolution:** 300 DPI. All files will be printed at this resolution. To confirm your file will print clearly, view the PDF at 100% scale. This is exactly how it will print.

**Text:** Very thin fonts may not print as they are seen on the screen, we recommend adding a stroke or making them bold to help with this. Please make sure all text is converted to curves/outlines. This will insure there'll be no changes to the fonts once printed.

**Photos:** Save your embedded photos as TIFF and your vectors as EPS files to ensure the best quality.

### Crop marks, bleed, and safe area

**Bleed:** We cannot print full bleed on envelopes.

**Crop marks:** Envelope files do not need crop marks.

**Safe area:** All envelope artwork needs a margin of 0.1875" to allow for movement during printing and finishing process. This is applicable to the front and the back flap. Anything outside this margin is considered outside the "safe area" may not be printed

We request that all files be sent to us in the format listed in this document. If you're unable to provide a print ready file, our staff can set up your files for a fee. Any special design setup will be charged at \$1.25 per minute. Mail merges are charged at \$25 per 300 names.



### Artwork Notes

#### White Ink

All artwork printing ink white ink needs to be setup as 100% Black CMYK (0C, 0M, 0Y, 100K). Any text or graphic that is black will print in white, and percentages of black will print lighter white. If this was unintentional, it will not be covered under our reprint policy.

We cannot print white ink in addition to color. We recommend printing full color on white paper for these projects.

White ink projects have lighter opacity than most clients expect. We highly recommend a printed proof

#### Stock Options

Our house standard envelopes are a square flap 60# weight. We offer these in white and natural. We also keep 70# euro flap envelopes in pure white and soft white (natural) on hand. Please contact our Order Entry team if you are looking for a specific color. We may have some in stock or will need to order more. Special order stock will increase your production timeline.

We allow customers to provide their own stock as long as it can be run on our machines and a Customer Stock Agreement is signed. If you are planning to provide stock, please contact our order entry team with a link to where the stock will be purchased from. We do not recommend purchasing stock before speaking with our staff.

#### Variable Data

Variable data projects refer to any project that has items changing from one page to another. These are generally projects like envelopes or place cards. When providing this PDF, we need 1 page per variation. For example, if there are 50 addresses, we should have 50 pages. If projects have variable data on one side, but the same thing on the other side, please put the consistent artwork on the first page of the document.

We provide variable data merging services for \$25 per 300 entries. Contact our Order Entry team for more information.

#### Color Matching

Artwork should be provided in CMYK. If artwork is provided in RGB, your artwork colors will be significantly different than anticipated as it was designed for screens and often shows a color much more vibrant than it can be printed.

Printed CMYK color cannot be determined from the screen and can vary from print shop to print shop, as well as from day to day on the same printer. Paper choice can also impact how a color looks when printed. We recommend printed proofs if you are concerned about the coloring on your final print.

To match a specific color we request that you provide the CMYK code or a Pantone color code. If you are trying to match a specific stock or envelope color, you must provide a CMYK color from the manufacturer. We cannot guarantee an exact match to any stock when printing digitally. Color matching services are \$10 per color and are not covered under our reprint policy.

# Artwork Guidelines

## DIGITAL BINDERY

For a variety of our specialty printing and bindery options, we request that files are setup a specific way to make the process smoother for us and you. Please refer to the sections below for setup and notes on each of our processes.

### Digital foiling

For digital foiling, we ask that you provide a single PDF file with multiple pages, each page having crops and bleeds. The pages should be setup as followed:

- Page 1 - mock up of the finished print
- Page 2 - the items that will be foiled as 100% black
- Page 3 - if combining foil with printed elements, this page should have just the items being printed



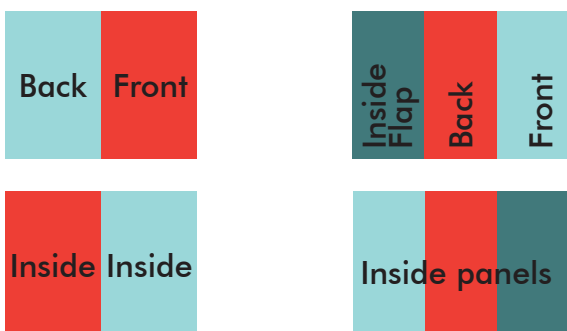
When using digital foil, we must use soft touch laminate to apply the foil. This coats the paper in a velvety texture. We can only apply digital foil to matte/uncoated card stock. If you're interested in textured stock, we recommend traditional foiling.

If your design has digital printing and foil, remember that the registration can vary from print to print meaning the foil can move up to 0.125" as the items print. We recommend not using design elements that require exact placements as we've been unable to guarantee this. Minimum sizes for digital foil text should be no smaller than 8 PT for most fonts. Thinner or smaller fonts should have a stroke added. Lines should be no thinner than 0.5 PT and dots should be no smaller than 1PT. For foiled borders, we request a minimum 0.25" including the bleed.

For digital foil, we offer: gold, silver, rose gold, copper, red, green, magenta, white, black, and holographic glitter. If you're interested in a different color, reach out to our order entry team.

### Half fold or tri-fold programs

Programs that found should be setup as the size they will be unfolded with the pages in the correct order. Files sent as single pages will require a fee to setup correctly.



### Digital die cutting

When providing files for digital die cutting, we ask that you provide 3 different elements between 2 file types.

PDF page 1 - the design with the cutline placed over it (mockup)  
 PDF page 2 - the design the will be printed (repeat for additional pages)

SVG or AI file - cut line as a vector

If you're unable to provide a cut line as a vector, we can set up this line for you for an additional fee. Once this order is placed, our in house design team will send a proof of the file setup as it will print on press sheets and the mirrored cut lines. We will not move forward with production until this is approved.

We CANNOT digitally die cut the following:

- any stocks that are not sized 12" x 18", 11" x 17" or 8.5" x 11"
- stock heavier than 130#
- stock heavier than 120# when coating is applied
- stock lighter than 65# cover weight
- any duplexed or multi-loft stocks

If you're interested in die cutting on any of the above stocks, we recommend traditional die cutting.



### Booklets

Booklets should be provided to us as single pages with 0.125" bleeds and crop marks. Files provided as flats or facing pages will be charged an additional fee to set up the file correctly. These files must have a page number divisible by 4, including any blank pages, to be bound as a booklet.

#### Correct setup



#### ncorrect setup



# Artwork Guidelines

## SPECIALTY PRESS

For a variety of our specialty printing and bindery options, we request that files are setup a specific way to make the process smoother for us and you. Please refer the sections below for setup and notes on each of our processes.

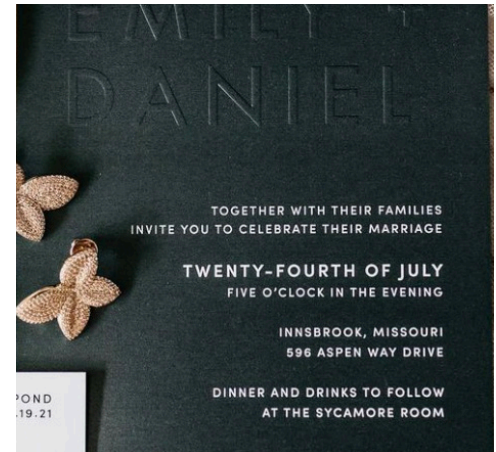
### White Ink

All artwork printing ink white ink needs to be setup as 100% Black CMYK (0C, 0M, 0Y, 100K). Any text or graphic that is black will print in white, and percentages of black will print lighter white. If this was unintentional, it will not be covered under our reprint policy.

We cannot print white ink in addition to color. We recommend printing full color on white paper for these projects.

White ink projects have lighter opacity than most clients and this is more visible the darker the paper. If you have never printed in white ink or viewed a sample from our shop, we highly recommend a printed proof of your design.

Example of white ink and embossing on black cardstock



### Offset Press

This style of printing is a more traditional style of printing. Artwork is processed on to a metal plate which is then used to stamp the ink on to the paper. Most commonly, we see this process for printing stationary including envelopes, letterhead and business cards.

To process this order, we need you to provide the Pantone (also called PMS) color you would like this printed in. In you're unsure of the color, we recommend stopping by our shop to confirm a color.

We can print a maximum of 2 colors plus black on a single item.

We cannot complete printed proofs for offset printing variable data projects.

### Raised Ink (Thermography)

For raised ink, the process is the same as offset printing. If you you're combining digital and raised ink, we need the file setup with a page for the mock up, the items just being digitally printed, and the items being printed in raised ink.

We cannot print raised ink double sided, but we can print on one side or both sides digitally.

Raised ink is a maximum of 2 colors.

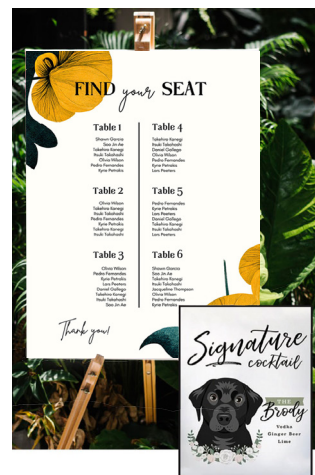
We cannot complete printed proofs for raised ink. Variable data projects are not compatible with raised ink printing.

### Wide Format

Wide format printing refers to our sign shop. The most common items we print include posters, foam core boards, banners and yard signs.

Wide format projects generally do not need crops and bleeds. The exceptions are double sided yard signs and any items being cut into custom shapes.

Each file should maintain margins of 0.125" on each side of the artwork to allow for movement during printing and finishing process. Variation from digital printing can occur. We recommend following the industry standard of allowing for 0.04" variation in designs.



# Artwork Guidelines

## TRADITIONAL BINDERY

We recommend our traditional style production for products that cannot be replicated on our digital machines. For each of these techniques, the files will need to be setup similarly

### Embossing

Most embossing projects require the purchase of a new die. The die pricing starts at \$120 and each is priced individually. The minimum size is 3" x 4" and maximum size is 11" x 14"

Like other projects, there should be multiple pieces of the provided file. We need the mock up, print file, and a vector file of the die. Artwork for embossing must be created in vector, not image based. This means that artwork needs to be created in Illustrator, InDesign or another program that creates vector based output files.

Due to the nature of embossing, we cannot do double sided embossing projects. We also do not recommend embossing on anything less than 130# stock. For best results, we recommend a duplexed stock.

Everything being embossed should have a minimum line weight of 1.5 PT including fonts.

Font sizes will vary between fonts, but the minimum size is 12 PT with a recommendation of 15 PT for best results. For thin, intricate or script fonts, consider adding a stroke to increase the width.

Although increasing your line weight may make the design look thicker or bolder than desired, it is important to keep in mind that the embossed effect is visually thinner due to the curved surface of the emboss. Embossed artwork appears thinner than it does when viewed on screen or as a digital print.

Because our embossing dies are custom ordered per design, we are unable to provide printed proofs or variable data.

Example of foil stamping and embossing (on duplexed stock).



### Traditional Foil Stamping

We offer a variety of foil colors with our most popular being gold. A stamping die is used to press the foil into the card stock and leaves an indent. We have a collection of St. Louis specific dies including the skyline and some churches. For most projects, we require the purchase of a new die. The cost of a die starts at \$90 and increases with sizes. The minimum size is 3" x 4" and the maximum size is 11" x 14". For these projects, we need the mock up, print file, and a vector file of the die. For these projects, we ask that you provide 3 different elements between 2 file types.

PDF page 1 - the design mockup for production reference  
PDF page 2 - only the part of the design being printed

SVG or AI file - foil elements as a vector

Due to dies being custom ordered, printed proofs and variable data are unable to be completed for traditional foil



### Traditional Die Cutting

We have a large collection of dies, they cover a wide variety of shapes. If you're looking for a specific shape, please reach out to our order entry team who can direct you on what dies are in available.

A good amount of our traditional die cutting projects do require the purchase of a new die. The die pricing starts at \$90 and each is priced individually. The minimum sizing is 3" x 4" and the maximum size is 11" x 14". Like other projects. There should be multiple pieces of the provided file.

PDF page 1 - the design with cutline for production reference  
PDF page 2 - the design that will be printed (repeat for additional pages).

SVG or AI file - cut line as a vector

