



DIGITAL PRESS DESIGN CONSIDERATIONS

COLOR MATCHING

DO I SEND YOU COLOR FILES?

YES. OUR DIGITAL PRESS IS A 4 COLOR PRINTING PROCESS. WE WILL PRINT YOUR CARD AS IS. IF YOUR CLIENT HAS SPECIFIC COLOR MATCHING CONCERNS, YOU MAY WANT TO CONSIDER REQUESTING COLOR MATCHING SERVICE FOR AN ADDITIONAL FEE. FOR COLOR MATCHING, WE NEED YOU TO MAIL US A PRINTED SWATCH OF THE COLOR YOU WANT THE CARDS TO BE MATCHED TO.

DESIGN BLEED

DO OUR FILES REQUIRE A BLEED?

WE WILL TRIM YOUR CARD TO ITS FINAL SIZE AND ASK THAT THE DOCUMENT INCLUDE A 1/8" BLEED ON ALL SIDES WHETHER THE DESIGN PRINTS TO THE EDGES ON ALL SIDES OR NOT. FOR EXAMPLE, TO CREATE A 4.25" X 5.5" FLAT CARD, YOUR CARD DOCUMENT SIZE IS 4.5" X 5.75". WE TRIM 1/8" OFF ON ALL SIDES TO GET TO THE FINAL CARD SIZE.

REGISTRATION MARKS

SHOULD I SAVE MY PDF FILE WITH ANY PRINTER MARKS INCLUDED SUCH AS TRIM OR BLEED MARKS?

NO, WE DO NOT WANT REGISTRATION MARKS IN YOUR FILE. WE AUTOMATICALLY TRIM 1/8" FROM EACH SIDE TO GET TO THE FINAL CARD SIZE.

FONTS

HOW DO I MAKE SURE YOU CAN PRINT THE FONT MY CLIENT HAS CHOSEN?

IF YOUR CARD IS CREATED IN ILLUSTRATOR (CS3 OR EARLIER), WE ASK THAT YOUR COPY BE CONVERTED TO OUTLINES. IF YOU ARE WORKING IN PHOTOSHOP, YOU CAN FLATTEN YOUR DESIGN. THESE STEPS ASSURE THAT YOUR FONT IS PRESERVED AS A GRAPHIC AND DOES NOT REQUIRE US TO HAVE YOUR FONT ON HAND.

ENVELOPES

DO YOU PRINT ENVELOPES ON THE DIGITAL PRESS AS WELL?

NO, THE DIGITAL PRESS HAS AN UNDESIRABLE EFFECT ON THE ENVELOPES, ESSENTIALLY SMASHING THEM. WE RUN OUR RETURN ADDRESSING ON OUR OFFSET PRESS. BECAUSE THEY ARE PRINTED USING A DIFFERENT PRINTING METHOD, OUR STANDARD PRICING IS QUOTED WITH RETURN ADDRESSES USING BLACK INK. IF YOUR JOB REQUIRES MATCHING RETURN ADDRESSING INK COLOR, THE JOB WOULD INCUR A COLOR MATCHING FEE TO MATCH THE CARDS TO THE RETURN ADDRESS INK COLOR.