tricks & tools

for creating exceptional printed documents

Let us help make your next print job a snap!
By following a few simple steps you can ensure that your job will get done right - just the way you envision it! Before submitting your artwork, check your files for:

Resolution

The resolution of an image refers to the amount of detail in the image; the higher the resolution the more detailed the image.

To make sure your printed piece turns out great, black and white line art should be scanned in as line art or bitmap at 600dpi or higher. Photos, color CMYK or grayscale should be scanned in at 300dpi for standard spot or process printing.

To guarantee the best quality, do not enlarge images beyond the original size in the design process.

300dpi

72dpi

Tricks & Tools provided courtesy of Alden Hauk Quality Commercial Printer & Direct Mail Specialists
For more information on preparing exceptional print-ready files please call us at 781.281.0154
or email our Digital Department at digital@aldenhauk.com
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Color Mode

Please convert your artwork files from RGB to CMYK – this will deliver the most reliable color and will prevent unexpected changes in color.

If your project requires close color matching, it is always a good idea to include a hard copy proof for us to compare.

While we are often able to closely reproduce a spot color digitally, spot colors and process colors are produced using different methods. Please refer to a Pantone® Color Bridge guide for color conversions.

Your choice of paper will also impact color. A smooth uncoated paper will give colors a more muted appearance, while a coated or gloss paper will add vibrancy. The brightness of the paper and printing on colored paper will also impact color.

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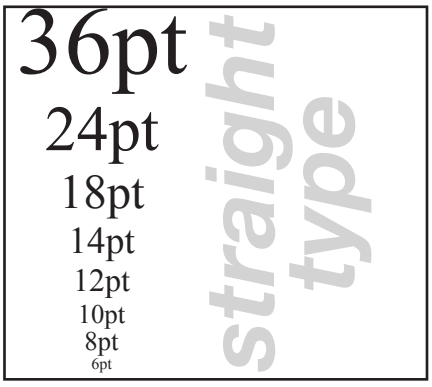
Font Size, Type and Outlines

To ensure readability, if you use knockout or reverse type, it should be larger than 6pt size and should only knockout one color. If you are knocking out type on a 4-color image use a minimum of 8pt size type. Script fonts should be a minimum of 12pt size. Rarely if ever should type smaller than 6pt size be used for printed materials.

Before you submit your files for print, try to create outlines for all fonts. This will ensure that your message is crisp and readable, avoiding fuzzy edges, and also eliminates potential font conflicts, as may occur when switching from Mac to PC platform.

Creating outlines converts the text that you've typed from individual characters to actual art work. Because of this, once you outline your fonts you may not make any edits to the type. Be sure to run spell check and make your final edits prior to creating outlines.

For guidance in creating outlines please call or email our Digital Department.



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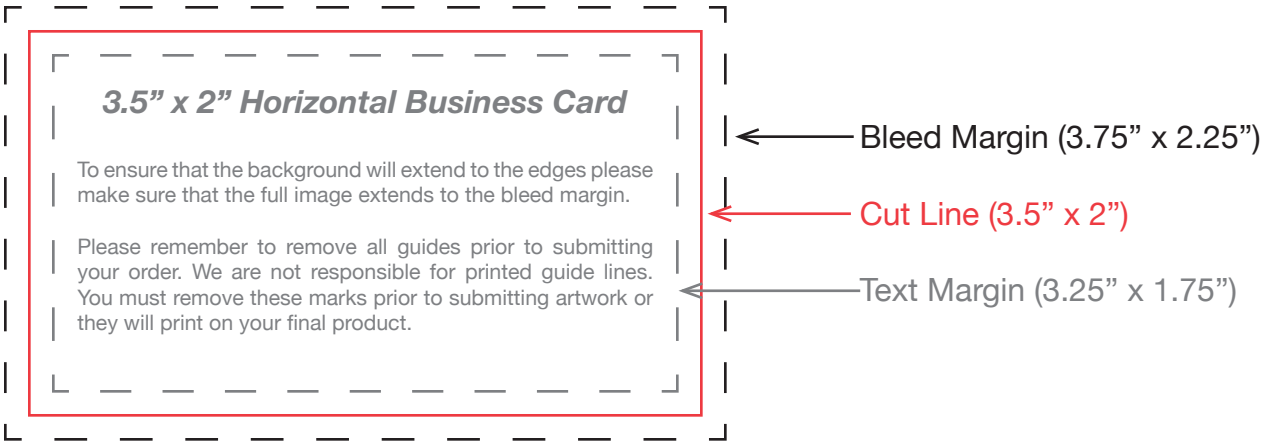
Bleeds, Cut Lines & Text Margins

"Bleed" refers to the artwork that extends beyond the finished size of the product. To make sure your artwork prints to the edge of your piece please allow a minimum of 1/8" (.125") on each side that bleeds. This bleed will be trimmed off in the bindery process, ensuring that your image runs all the way to the edge of your document.

When setting up files with bleeds, it is good to keep a safety margin or text margin as well. Any essential text and design elements should be kept within this margin. Please make sure all text maintains the required margin even when your graphic bleeds.

Please call or email our Digital Department for templates or assistance in setting up your bleed and text margins.



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