Artwork Submission Guidelines

Pocket Folders FAST

1 | Design
2 | Email
3 | Relax!

To move your job into production, the supplied art files need to be "print-ready."

We're looking for artwork to be correctly sized and placed (preferably on *our* dieline) with the colors marked and set up correctly, high resolution images, bleed (if applicable), and so on for the job to be considered ready to print.
Please Note: There are often "simple fixes" we are happy to suggest or help with. However, files received not print-ready may be delayed or incur additional costs to get going. By following these guidelines and tips, your order will move smoothly into production and quickly to your door!

❶ *How do I set up my artwork to be print-ready?*

Great question! Here are some suggestions for artwork preparation that allow for a quick and smooth turnaround.

► **Color**

Printing in Four-color Process (CMYK)

It is important to set the color settings as CMYK or Grayscale. RGB images are for computer and television screens, not for paper, so if a color conversion is necessary, a hard copy color proof may be charged and sent for approval before continuing.

- No builds, when all colors are added together, should exceed 300%.
- **Tip: Blue Builds**—To avoid a purple-looking hue, we recommend having Magenta at least 30% less than Cyan.
- **Tip: Black Builds**—For a nice rich black, we recommend a build of 60% Cyan, 40% Magenta, 40% Yellow, and 100% Black.

Printing in Spot Colors

Use appropriate Pantone® spot color naming.

- **Yes:** PANTONE 293 C, PANTONE 293 U
- **No:** PMS 293, PANTONE 293 blue, Spot blue, 293 blue, etc.

► **Size and Placement**

Sizing and positioning of artwork varies depending on the product chosen. Our standard templates are available to you for free at **pocketfoldersfast.com/templates**. You have the option to download and use them for artwork sizing and placement. If you're looking for a custom piece, contact us and we'll work our magic to create something for your needs. Additional charges may apply.

► **Resolution**

Even with our printing expertise, no amount of skill or technology will produce a good product without quality artwork. Images in the final output should be a minimum of 300 DPI for CMYK or spot colors and 1200 DPI for bitmap images. Any scaling of the images will affect the output resolution even if the native file is set up correctly.

► **Fonts**

We know how difficult it can be to pick out a good font, which is why we need your help to preserve it! "Create Outlines" in Illustrator and InDesign or "Convert to Curves" in CorelDraw makes sure your font stays the way it's meant to be. Be sure to proofread your document before outlining your text to prevent any unpleasant surprises.

- **Tip:** Keep the original "live" text file copy. It'll be easier to make small changes or corrections in the future.

► **Links**

Make sure all links are embedded. We don't want empty spaces where your lovely artwork should be.

► **Overprinting**

A game of peek-a-boo can be fun, except when it comes to printing! If it's not black type or an indication of an extra process, do not overprint. "Knocking out" light art on dark backgrounds keeps it from hiding.

- **Tip:** Using "Separations Preview" or "Overprint Preview" in InDesign or Illustrator helps you see how (or if!) your art will print.

► **Bleeds**

If you have artwork or text that touches the edge of the product, please extend that art at least 1/8" (0.125") beyond the cut of the design. This ensures that all edges print and are not left with paper showing where it shouldn't.

► **File Formats**

PDF is the most acceptable and our preferred file format. We also accept EPS, TIFF, and currently native files from InDesign, Illustrator, or Photoshop. If native files are your choice for submission, we ask that you "Package" your files or "Collect for Output" (after outlining fonts!).

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❷ *I've perfected my files. How do I get them to you?*

Email your files (under 10 MB) to **artwork@pocketfoldersfast.com**. All files submitted to Pocket Folders Fast are subject to our review and acceptance. You'll hear from us if we have any issues.

- **Tip:** Compress or zip your files for a smaller file size and quicker upload.

❸ *I've sent my files. When should I expect my order?*

► **Proofs**

Production time begins after we have received proof approval. We have several options for proofs, but emailing you a PDF proof is the quickest and easiest.

- **Tip:** We use an automated proofing system. Make sure you have **pocketfoldersfast.com** set up as a trusted domain in your system.

► **Production Time**

The production time varies based on the specifications of stock, style, and processes. If a date is critical, please let our team know *when you place the order*.

► **Archiving Files**

You'll love your order and may want to reorder in the future. Be sure to tell us that your order is an exact repeat, then no need to resend the art.

Miscellaneous Ideas to Contemplate

Business Card Slits

Putting slits for your business cards in your folders makes it easier to pass your information along. We have a few standard free options to choose from. Please keep these in mind when designing your artwork so no important information gets covered. (So you know exactly where the standard slits will appear, download our templates at **pocketfoldersfast.com/templates**.)

Multiple Processes

Can we do anything else for you? Foil stamping? Emboss? A spot varnish? Maybe all three? Each has requirements and possible restrictions, so let us know what you're thinking and we will work together on creating an outstanding custom piece. Production times vary depending on the additional processes.

Samples

Don't know where to start? Looking through our website or flipping through our catalog may help get those creative gears turning, but that may not be enough. Simply send a request to **info@pocketfoldersfast.com** or call **1-844-427-2642**, and we will send you some samples of different stocks, inks, processes, and product options to get your ideas flowing.