

# *Sprint Print*

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## Digital Art Guidelines

### Software Guidelines:

If you are using a Macintosh, please select from the following programs:

- Quark Xpress
- Adobe PageMaker
- Adobe Illustrator
- Adobe Photoshop

If you are using an IBM PC, please select from the following programs:

- Adobe PageMaker
- Adobe Illustrator
- Adobe Photoshop.
- Microsoft Publisher can be used, however it is not suggested for more than one-color printing. We tend to run into many problems when trying to color separate from Microsoft Publisher.
- It is preferred that Quark Xpress and Adobe PageMaker are used for page make-up and Adobe Illustrator and Adobe Photoshop are used for image editing.

### File Creation and Submission Guidelines:

1. Only submit the files which are needed for output. Do not send the original copy, please keep a separate copy for yourself.
2. A printout of your FINAL document should accompany your disk, along with color-separated proofs if the document is more than one color. Trim marks should be present as a guide for positioning.
3. Avoid using graphics and logos downloaded from the Internet. These are generally poor quality and do not print correctly.
4. Four-color graphics, including photos, are to be CMYK. RGB images do not color separate. Images are to be in EPS or TIFF format and at a minimum resolution of 300 dpi.
5. We ARE NOT able to use JPEG, PICT or Picture Viewer files.
6. All unused colors should be deleted from the file.
7. When printing one or two-color, make sure all spot colors are the appropriate color and are not in process format.
8. Include on the disk all supporting graphic files in an editable format.
9. Make sure bleeds extend beyond the trim of the document by at least 1/8".
10. The document's pasteboard area (the area outside the trim within your file) is to be empty.
11. Your document should reflect the actual finished product size. Either by crop marks or by using the actual trim size.
12. Please include ALL fonts used in the document or convert all fonts to outlines.
13. Any special instructions must be submitted in writing.

### Disk Guidelines:

1. We accept the following disks in Macintosh and PC Format: Floppy Disks, Zip Disks, Compact Discs.
2. Macintosh files should be saved on Mac-formatted disks, PC files should be saved on PC-formatted disks. Files tend to corrupt when they are saved cross-platform.
3. Files may also be emailed. Please use compression software such as Stuffit or Winzip when e-mailing files. **Also, please call to confirm we have received the order.**