

Images & Resolution

Photographs & Illustrations

All images placed in your file must be in Spot Color or CMYK mode. See About Color for more on this subject.

Save your graphic image files at 100% of the size in which you are using them in your file, and at 300dpi. Using images that are too large in size or resolution do not add to the quality of the printing and seriously increase the upload and processing times of your files.

The quality of a printed piece can suffer if the images provided are less than 300dpi.

Avoid resizing or rotating graphics in your desktop publishing program. Perform these operations in the graphics editing applications before linking the files.

Line Art

Line art scans (black and white bitmaps) should be saved at a resolution between 600 and 1200 dpi this will ensure optimum quality.

Halftone Images

Halftone Images should be provided in .EPS OR .TIFF format.

Gradients Tips (Blends)

When creating blends / gradients add a gaussian blur of 1%. This step smoothes out the digital information in the picture and will help reduce banding (stripes in color on the printed page).