OBP

Olive Branch Printing

A Full Service Printing Company

9113 Hwy 178 • P.O. Box 488
Olive Branch, MS 38654
662-895-3050
1-800-697-7192
Fax 662-895-3178
print@obprinting.com
Serving Olive Branch for over 30 years

- *Brochures*
- *Business Forms*
- *Continuous Forms*
- *Continuous Checks*
- *Laser Checks*
- *Envelopes*
- *Flyers*
- *Letterhead*
- *Programs*
- *Posters*
- *Presentation Folders*
- *Graphic Design*

And More...

Artwork Submission Guidelines Basic Requirements for logo and All Artwork

All Jobs Require Vector Text

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Artwork Submission Guidelines
Basic Requirements for logo and All Artwork

All jobs require vector artwork.

Raster artwork is only acceptable for photographs and similar style artwork.
If raster artwork is the only art available
contact your sales representative for details.
Digital (full color) items

Vector artwork is preferred
If raster artwork is the only art available
600dpi is required for best results.

**Software and/or File Format Preferred
With <u>Fonts and Links</u>:**
Illustrator (8 & up) .ai
InDesign (1 & up) .indd
Photoshop (5 & up) .psd
(.psd is raster artwork) Supported:
Corel Draw (8 & up to 10) .cdr
(PDF) Portable Document Format .pdf

Vector Artwork is required
To avoid additional charges and additional time...
Artwork must be submitted at actual size of finished product.
All fonts must be converted to outlines/paths.
All placed/linked images must be embedded or included separately.
All images must include the required bleed if necessary.
A color copy or jpg indicating cut should be submitted for reference.
All spot colors should be specifically identified. Include white if necessary.
Cut/Die line should always be clearly indicated with an unused spot color.

Methods for Submitting Artwork
Email and/or CD-R/RW

To Submit Artwork:
1. Include a PDF for reference
2. Convert all fonts to paths/outlines
3. Include or embed all placed images
4. Submit artwork at actual size
5. Identify all spot colors
6. Allow for bleed if necessary
7. Submit the original file if possible
8. Never flatten/merge the layers of a .psd
9. Indicate the cut/die line clearly
10. Verify art meets all Submission Guidelines

Forms of Artwork

Raster Artwork
Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable, **or able to be separated for spot color reproduction.**
Common Raster file formats include:
.jpg .bmp .psd .tif .pcx

Vector Artwork
Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable, and able to be separated for **spot color** reproduction.
Common Vector file formats include:
.pdf **.eps .ai .cdr .indd .qxd**
(these formats may also contain raster artwork)

Live Text and Converted Text
Live Text: Live text is still in a text format in the artwork's original program and can still be spell checked and corrected. Live text does require the fonts used in order to be displayed and printed correctly.

Converted Text (Outlines/Paths/Curves): Outlines/paths/curves are vector artwork and as such can no longer be spell checked. However they do not require fonts in order to be displayed or printed correctly.

Cut Margins and Bleeds
Cut Margin: Cut margin is the minimum space required between elements of art and the finished edge of the product. Size and product are the two main factors that determine cut margin.
Note that bleed borders must meet or exceed our minimum cut margin.

Bleed: Bleed is the distance the ink extends past the finished edge of the product before final cutting. Standard minimum bleed is 1/8" (.125"). Raster files must allow for the required bleed when submitted because they are not editable like vector files.
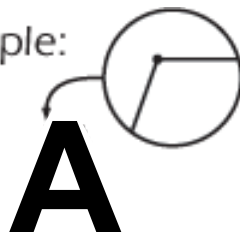

**WE NEED
FOR LOGO**

.pdf .eps .ai .cdr

Vector Artwork
Example:

Raster Artwork
Example: