

We have prepared the following guide to assist you with your preparation and submission to an A'DEAS Designer. If you have a specific problem that is not covered in this guide, or have other questions, please feel free to contact us or visit our FAQ page. **Improperly prepared submissions can cause delays in production.**

### Quick Checklist for Ordering A'DEAS DESIGN Services -

- Provide clear, concise instructions either in a Word doc, text file, the body of an email or LEGIBLY hand written or drawn as a mock-up or sample. Anything that helps clarify your ideas will be helpful to the designer.** If you would like to speak to the designer before they begin working your order, include "HAVE THE DESIGNER CALL ME BEFORE THEY BEGIN" as the first line in the design instructions you submit with your order. Use any phone time with the designer to clarify your written instructions, not to provide all the details as phone time is counted as design time. The more clear you are in your instructions, the less likely you are to exceed your estimate. If additional design services (such as redrawing your logo or making edits to supplied images) are needed, mention this in your written instructions and discuss it with your Customer Service Rep so they may determine the additional time estimated, add the service to your order, and complete the approval process.
- All text (copy) for the design is typeset into a Word or text doc or into the body of the email - NOT hand written, scans, etc.** See TYPESETTING SERVICE OPTIONS if you need this service provided for you.
- All images provided are hi-res (300 dpi).** (If you only have lo-res images, a similar high resolution image may be available in our image GALLERY. See more information in our complete guide for submitting files to a designer below. NO LO-RES IMAGES FROM THE WEB and convert RGB images to CMYK before sending if possible.
- Logo provided in highest quality format available to you.** Typically the best is .eps or .pdf. Other formats such as .jpg and .tif should be the highest resolution available to you. Read our complete guide for more information on image quality.

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#### ● General Info

**The two areas that tend to need clarification for our clients are image resolution and color.**

It is important to remember that while the designer has control over the quality of the elements provided by A'Deas, you have control over the quality of the art (images / logos / graphics / illustrations) that you provide. Becoming familiar with the best formats for what you send will help you ensure that your finished piece is of high quality. Your estimate is based on the designer receiving usable art - no time has been estimated for color correction, resolution correction, file repair, etc. unless you specifically discussed this with your customer service rep to ensure it was included in your estimate.

#### ● About Image Resolution...

**Rastor:** There are two types of images, *rastor* and *vector*. Rastor Images such as those from your digital camera are made of a grid of pixels and are manipulated in image editing programs such as Photoshop. Those images are resolution dependent meaning they should not be scaled up beyond 100% in a layout program since they will begin to lose visual quality. The higher they are scaled, the more quality lost because each pixel in the image is being stretched and enlarged. This can cause a jaggy, pixelated look to the image. If scaling is needed, it should be done in an image editing program. Our designers want to place your images into layouts at 100% or less, so having a larger file is better because scaling down causes no problems.

Rastor images are also defined as hi-res or low-res depending on the number of pixels per inch {commonly referred to as dpi}. The proper resolutions for hi-res rastor elements are:

**Photos/pictures - 300 dpi. Rasterized text/logos/line art - 1200 dpi.**

This difference in resolution recommendations is due to the visual differences in images like photos and logos/line art. Photos, etc. are continuous tone images that have slightly different hued color pixels throughout the entire image without sharp transitions. Even in very high resolution images with areas of contrasting color, the transition between the colors will be created by a mix of colors between the two contrasting colors. A logo or line art generally has very well defined edges with color or black butting up directly to other colors or white. The different visual nature of this file makes it more suited to being created in an illustration program. That is why if a logo is created in or scanned into a rastor format, the resolution should be extremely high to prevent a jagged looking transition between the contrasting colors. The very high resolution simulates the look that would be achieved if the file was actually a vector format. Crisp, clean lines.

**Vector:** Vector art are images that are created in illustration programs such as Adobe Illustrator or CorelDraw. Vector images are not resolution dependent, may be scaled to any size in a layout program without losing visual quality, and is always the recommended format for logos & line art. Text is vector by nature. Always send the vector version of the file if you have it. If you do not have a vector (.eps) logo, and only have an image file of your logo such as a .jpeg, make sure it is hi-res and keep compression at a minimum.

**Images from the web are typically lo-res and also may be © WE RECOMMEND AGAINST using them.**

## ● **About Color: RGB vs CMYK**

**RGB:** This is the color space of your digital camera, scanner and monitor. The colors you see on your monitor are generated by a different process than the CMYK equivalent color printed on paper. Color on your monitor will be brighter because monitors use a light based projected spectrum of color (RGB) and while you can see millions of colors on your monitor, a much smaller range of colors can actually be achieved when printing (CMYK). Even if you have a high end, professionally calibrated monitor, because of the difference in mediums, what you see on screen may not match what can print on paper. Certain bright, vibrant RGB colors simply can't be replicated with CMYK inks because they are out of the CMYK "color gamut."

**CMYK (4-color process printing):** This is the standard color space of commercial printing. Whether offset or digital, printing is still essentially adding color to paper - colors on printed pieces are viewed as light reflects off of ink. All RGB colors must be converted to the 4 colors of CMYK (cyan, magenta, yellow, black) to be printed, either before printing in the design process (where the designer has control to correct any color shift that results from the conversion) or they will be converted "on the fly" which means the conversion will take place as the file is processed and printed and correcting color shifts may not be possible. Although our system will process both RGB and CMYK color formats, we design with CMYK so the problem of color shift from conversion is eliminated.

**But conversion is not the only variable.** You are still viewing those CMYK colors on an RGB monitor, so you are never actually seeing the exact *printed* color - you are seeing the RGB representation of that CMYK color. And since color is different from monitor to monitor, you might view an image you send us on one monitor and then the proof we send you on another monitor and the colors could look slightly different - all based on just the particular monitor's calibration. And both could vary slightly from the final printed piece.

### **So how do we strive for good results with color?**

- a) We work with a CMYK color palette for any images, graphic and colors we supply.
- b) We convert any RGB images sent by you that we **catch** in our customer service and prepress files reviews. **These are courtesy reviews** and not a guarantee because as we said, our system will process RGB just fine, we just can't guarantee there will be no color shift. That's why it's better for you to send already converted images so you can see any shift when you convert the image yourself. For most images, the shift, if any is slight. For some, it is much more pronounced.
- c) If a particular color is critical, talk to your customer service rep about your options, such as Pantone colors, which are colored inks. The use of pantone and spot colors will require a modified bid and will add cost to your project.

## ● **Digital Proofs**

Understanding what to expect with the proofing process is helpful too. You will receive a digital proof to review as part of the approval process. This soft proof will be a PDF file and will not be hi-res, as the final output will be. The proof will show non-printing items such as the position of Stick™, the Band-It hole and/or perf lines so you may see where they fall within the design. Also, the Stick™ Banner telling the end user how to use it DOES print and it will show on your proof as well. Your proof will also have a watermark indicating it is a proof. That, of course, will not print on your final piece.

A final note: Because your job will print in high resolution, if you provide any art, your result will be as clear and sharp as the quality of the particular provided art allows. Because the proof is lo-res, poor art will not necessarily show on the proof to the degree it will on the printed piece. Another reason to send the best quality you have and understand our recommendations.

**PLEASE REVIEW YOUR PROOF CAREFULLY FOR ACCURACY. THIS IS YOUR OPPORTUNITY TO ENSURE ALL SPELLING, GRAMMAR, COLORS (see below), CONTENT, ETC. ARE CORRECT. A'DEAS is not responsible after you approve your proof.**

**A word about Edits:** Sometimes edits are required after you see your proof. Edits take time though, so the more clearly your project is outlined to the designer in the beginning, the fewer edits will be required and the more likely your project will be completed within the estimated time.

**Regarding color and digital proofs** - The discussion earlier of RGB vs CMYK applies to digital proofs as well. A'DEAS Printing cannot be held responsible for slight differences in color between digital proofs and the final printed piece. That being said, we will always strive to meet your expectations. If color is critical, please ask for a hard copy proof. This will of course, add both cost and time to your job.

### **What should you do if you never receive your proof?**

Please contact your customer service representative any time you would like to double check the status of your order. Emails may be lost, misdirected or filtered by Spam Controls, which could delay your order. We highly recommend you add [www.adeasprinting.com](http://www.adeasprinting.com) to your safe senders list to reduce the risk of our emails containing proofs or other crucial order information being blocked by spam filters.