

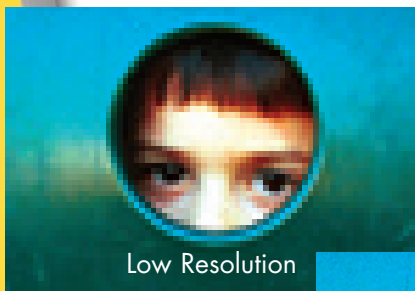
Design Like a Professional!

Getting a design ready for printing can seem like a challenge. These Handy hints will help you with the process. Here are the first steps.

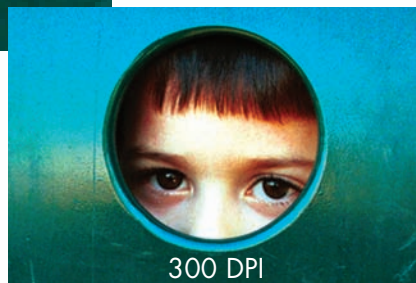
1. Decide the purpose of your piece. Ask yourself the following questions:
 - Who will be reading it?
 - What is the main point you want them to remember?
 - What is your budget?
2. Decide on a format/size for your design.
3. Draw a mock-up.
4. Understand your choices about color, type, resolution and layout. Read this manual - if you have questions, ask us!
5. Get on the computer and have fun!

Image Resolution

Resolution is the measurement of the number of squares of color information in an inch. Too few squares produce choppy images and jagged type.



Too many squares will produce large file sizes and longer file uploads - with no improvement in visual quality.



The Rules of Resolution

1. Text should be 400dpi (dots/squares per inch) at the final size in the layout.
2. Images should be 300 dpi at the final size in the layout.
3. Resolution and size (dimensions) are inversely proportional to each other. So, if you enlarge an image, you lower its resolution. If you reduce an image, you increase its resolution.
4. How you create or acquire an image determines its resolution. The resolution controls how large the image can be while still looking clear and crisp when printed.

Design with color

The best designs are simple. Clean lines, organized structure, few colors and minimal clutter will ensure that people read and remember your piece. Use a limited set of colors throughout your layout to keep the design consistent. Choose a color for each area of interest including:

Titles – Headlines, subtitles

Body Type – Captions

Graphics – Borders, Line, Clip Art

Use the color swatches on the inside of this guide to help select and specify your color choices.

Background Color

Your design will be easier to read if there is significant contrast between the type color and background color. Choose wisely.

Be careful that there's enough contrast in your type.
Be careful that there's enough contrast in your type.

And, be careful that there's not too much!

White Space: Give your readers a break!

Where you don't design is just as important as where you do. White space is everywhere your design is not. It can move your reader in a specific way that you choose. Use white space to balance layout elements, create contrast, provide a resting area for readers, organize content, and prevent overcrowding.






Bleeds are Free

In order to guarantee color to the final trim edge, we print your piece 1/16th inch larger than needed on all sides. Once it's cut down to final size, it looks great. Bleeds are included in the printing price. Just to be safe, all important content should be 1/8th inch away from the final trim size.



Line Width

"Hairlines" will not print well. Set line thickness to at least .25 points or .035 inches in width. A 1 or 2 point line looks great around photograph.

| | |
|--|---------|
|  | 0.25 pt |
|  | 0.5 pt |
|  | 1 pt |
|  | 2 pt |
|  | 5 pt |

Text size

Type smaller than 9 point can be difficult to read. Type smaller than 24 point should be made with 3 or less of the CMYK color combinations to avoid misregistration. Choose 3 or fewer fonts styles for your entire design. Keep it simple!

It's important to realize that point sizes for type are not consistent. **Helvetica 12 Point** is not the same size as **Times 12 point**. Notice the difference in height and width of the two different fonts, even though they are specified as the same point size in the computer.



Monitor Calibration: Ink vs. Light

The RGB color space uses Red (R), Green (G), and Blue (B) light in different combinations to display color on your computer monitor. Printing presses print with ink or toner, instead of light, and therefore produce a different range of color. Because of this, it is necessary to convert all RGB colors to the 4-color printing process, also called CMYK. During this transition, colors may shift in shade, vibrancy or mood.

What you see on your screen or desk-top printer may not match high quality commercial printing. Calibrating your monitor to our presses will give you a better way to foresee the final outcome.

A Quick Explanation of CMYK Printing

Full color printing, also called "4-color process," uses Cyan (C), Magenta (M), Yellow (Y) and Black (K) inks in different combinations to create the colors we see in print. By specifying your design elements using a CMYK value you can be confident that you will get the colors you want.

Create your design in CMYK color instead of RGB whenever possible.

The swatches contained later in this guide are CMYK color builds, shown with their "recipes," or C-M-Y-K percentages. If your design file uses these color combinations, the colors in your final piece will turn out very close to what you see here. Your printer and monitor may preview different results, but these color swatches are closer to what you can expect.

Good Luck, & Have Fun!

While designing a brochure or business card may seem like a daunting task, with some hard work and a little patience it can be a very rewarding experience. Just keep it simple, and follow our design guidelines and you're sure to be happy with the finished product.

Fonts

Below is a listing of some of the more widely known and used fonts in the design and print industry. Use this as a guide to making your own design, or as a way to let us know exactly what Font you would like to use.

Helvetica

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

Futura

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

Frutiger

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

Eurostile

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

Garamond

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

Times

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

Goudy

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

Bembo

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

Other/Novelty

COPPERPLATE

BOOK: THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.
BOLD: **THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.**
LIGHT: THE QUICK BROWN FOX JUMPED OVER THE LAZY DOG.

Optima

Book: The quick brown fox jumped over the lazy dog.
Bold: **The quick brown fox jumped over the lazy dog.**
Italic: *The quick brown fox jumped over the lazy dog.*
Bold Italic: ***The quick brown fox jumped over the lazy dog.***

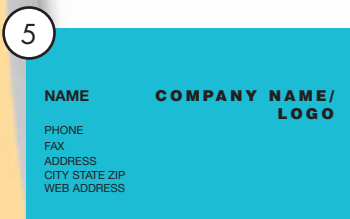
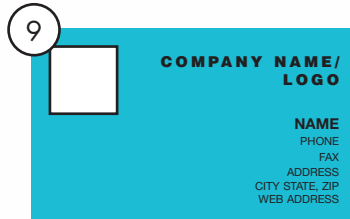
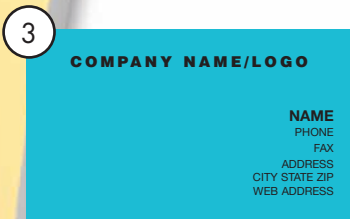
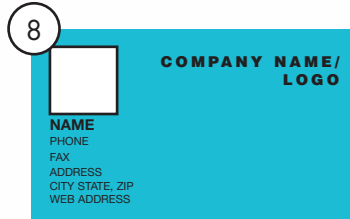
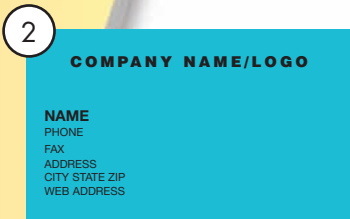
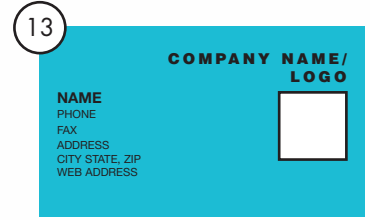
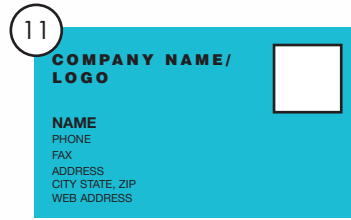
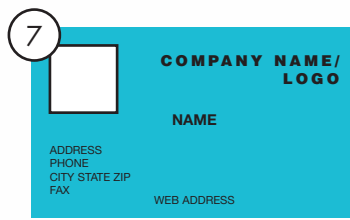
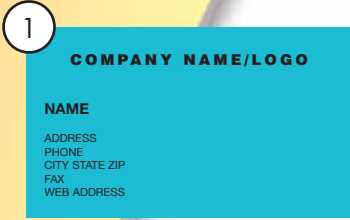
Impact

The quick brown fox jumped over the lazy dog.

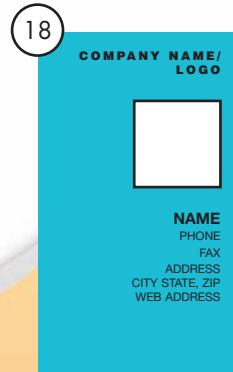
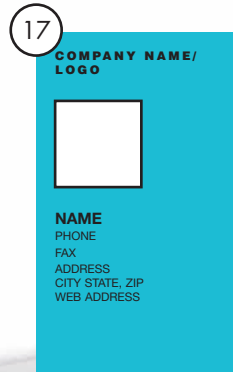
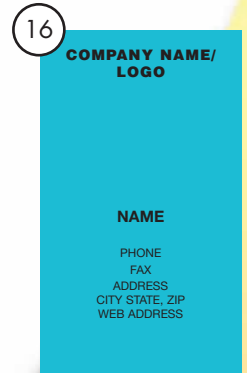
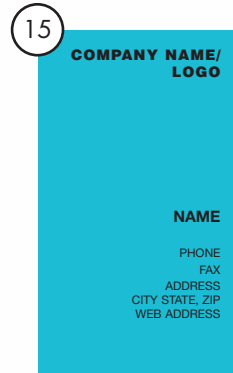
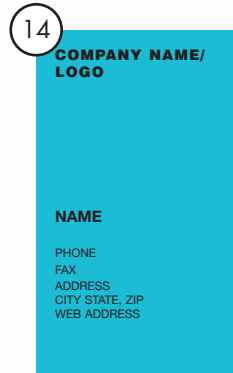
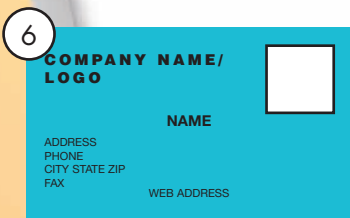
Brush Script

The quick brown fox jumped over the lazy dog.

Layout Templates

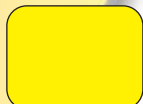


Please feel free to use these layout templates to either design your card by, or to help convey your design ideas to us!



CMYK Color Chart

MIXTURE GUIDE: C= CYAN, M=MAGENTA, Y=YELLOW, K=BLACK



C=0 M=0 Y=100 K=0



C=0 M=60 Y=100
K=0



C=30 M=100 Y=100 K=15



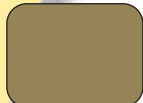
C=70 M=100 Y=0
K=0



C=100 M=40 K=0
Y=0



C=50 M=0 Y=50 K=0



C=0 M=10 Y=50
K=50



C=20 M=50 Y=70
K=0



C=0 M=100 Y=90
K=0



C=70 M=100 Y=0 K=40



C=100 M=0 Y=0 K=60



C=20 M=0 Y=70 K=0



C=0 M=5 Y=100
K=40



C=0 M=80 Y=100
K=0



C=40 M=50 Y=0 K=0



C=80 M=100 Y=0 K=10



C=100 M=20 Y=0 K=40



C=100 M=0 Y=80 K=20



C=0 M=20 Y=100
K=0



C=0 M=60 Y=60 K=60



C=10 M=100 Y=60 K=0



C=100 M=100 Y=0 K=0



C=50 M=0 Y=0 K=0



C=100 M=0 Y=90 K=40



C=0 M=50 Y=100 K=50



C=0 M=90 Y=100
K=0



C=0 M=100 Y=40
K=0



C=30 M=25 Y=0 K=0



C=100 M=0 Y=0 K=0



C=90 M=0 Y=100
K=0



C=10 M=30 Y=100 K=0



C=0 M=90 Y=100 K=20



C=30 M=100 Y=50 K=30



C=70 M=60 Y=0 K=0



C=100 M=0 Y=20
K=0



C=80 M=0 Y=100 K=40



C=30 M=50 Y=100
K=50



C=0 M=50 Y=30 K=0



C=30 M=50 Y=30 K=60



C=100 M=85 Y=35 K=0



C=100 M=0 Y=20 K=40



C=30 M=0 Y=30
K=40



C=30 M=40 Y=100
K=0



C=0 M=50 Y=50 K=50



C=0 M=100 Y=0 K=0



C=100 M=60 Y=0
K=0



C=80 M=5 Y=20 K=0



C=50 M=0 Y=100
K=40



C=20 M=25 Y=60 K=25



C=0 M=100 Y=100 K=0



C=0 M=70 Y=0 K=20



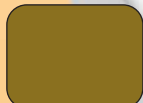
C=50 M=20 Y=0 K=0



C=100 M=0 Y=35
K=0



C=40 M=0 Y=100
K=0



C=30 M=40 Y=100 K=30



C=40 M=60 Y=40 K=20



C=0 M=50 Y=0 K=0



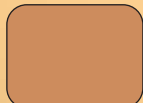
C=75 M=50 Y=0 K=25



C=100 M=0 Y=35 K=40



C=70 M=80 Y=100 K=0



C=0 M=40 Y=60
K=20



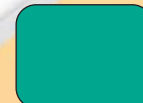
C=30 M=50 Y=30 K=0



C=35 M=100 Y=0 K=20



C=100 M=75 Y=15
K=15



C=100 M=0 Y=60
K=0



C=40 M=90 Y=100 K=0