

Custom Printing Artwork Guidelines



Need artwork created? Here's what to do:

Step 1. Choose your typeface

Choose from nine stock typestyles below. Typestyles vary upon product selection.

- T-1 Your Company Name
- T-2 Your Company Name
- T-3 **Your Company Name**
- T-4 YOUR COMPANY NAME
- T-5 **Your Company Name**
- T-6 *Your Company Name*[†]
- T-7 *Your Company Name*[†]
- T-8 *Your Company Name*[†]
- T-9 Your Company Name

Step 2. Choose a logo design

We have a selection of popular designs that you may choose from if you do not have art of your own. If you would like to see our design options, ask your sales rep to fax the list of choices.

Step 3. Put them together

- Decide how you would like your logo and type to appear. If you already have artwork, please follow the guidelines below for sending it to us.
- If you need us to create camera-ready artwork for you, a standard artwork fee of \$35 applies and includes standard typesetting with two black & white proofs. Standard clip art is available at no extra charge. Other fees may apply; please call for details.

Camera-Ready Artwork Guidelines

- **Camera-ready art:** Art that is ready for photography — plenty of space between lines and significant line weight; art is at the correct size; is a clean black & white print with a resolution of 300–600 dpi; and needs no alterations. No fine lines, details, halftone (gray) screens or tints.
- **Unsuitable for reproduction:** Broken lines (from photocopies, faxes or images downloaded from the Internet), halftone screens, fine details or lines, or process colors (RGB, CMYK).

[†]Script typestyles are not intended for use in all caps

Already have artwork created? Here's what to send:

1. Supported Applications*

Mac® based art only — minor exceptions noted below.

QuarkXPress® 6.5

- Include all linked image files imported from other applications (TIFFs, EPS files).
- Verify that color names in Quark® match the names used in any placed image files. (If using PANTONE® 185 for a placed Illustrator® image, do not use Quark red in the Quark file for the same color. Check colors by printing separations.)
- Include all fonts used.

Adobe® Illustrator CS2

- Save file as EPS/8 bit/Illustrator CS2 or below.
- Change all text to “outlines” to eliminate font issues.
- Be sure to use the Custom Colors palette for colors (spot colors), not process color.

Photoshop® CS2

- Save as TIFF/Mac®.
- Black & white only (no grays, no colors). Our system does not support Photoshop's process color system.
- Not recommended for art with small text.
- Scan original at 300–600 dpi grayscale mode for best results, then convert to bitmap.
- Always scan images at the actual size of your artwork. The resolution will not hold if we need to enlarge the original file. Larger is always better.
- No GIFs or JPEGs. Web site art — 72 dpi — is not high enough to print a quality product. Must be 600 or 300 dpi as stated above.

FreeHand

- Do not “embed” images. Include all linked image files imported from other applications (TIFFs, EPS files).
- Use only PANTONE® spot colors.
- Convert text to “paths” to avoid font issues.
- MUST BE EXPORTED as Illustrator® EPS.

Adobe Portable Document Format (PDF)

- PDF files are not acceptable due to font conflicts during conversion.

2. Supported media

Floppy disk, Zip® disk, email, CD, DVD.

3. Include all fonts

We accept Mac® PostScript and TrueType™ fonts only. Include screen and printer fonts for all styles used (regular, italic, bold).

4. Include a hard copy

Provide a printout to show how your artwork should look. Include a color print or color separations for multicolor jobs. When emailing, please fax a hard copy to your sales rep for verification.

5. Specifications

Call or email for specifics on document size, margins needed, number of colors available on product, etc.

6. Electronic art

Compress artwork that will be sent via email with either Stuffit Deluxe® or Ziplt to ensure our email system accepts your file in the proper format.

7. Never send original disks

Always keep a copy. Disks can be damaged in transit.

8. Getting your artwork to us

- Email your art to your sales rep at artwork@staplesindustrial.com. Then fax a hard copy to your sales rep's attention at 1-888-443-1701.

- Mail your artwork to the attention of:
Your Sales Representative
Staples Industrial
33 Union Avenue
Sudbury, MA 01776

For custom printing inquiries call 1-800-313-1421 or email custom@staplesindustrial.com.

*Exceptions to Mac® based art: (1.) PC Photoshop TIFFs; (2.) Illustrator® for PC — save file as (.ai) Illustrator 8.0, must change text to outlines; (3.) CorelDRAW for PC — export as Illustrator file; Mac — export text as curves, check Simulate complex filled curves; (4.) ASCII files — text only.