

1. What does RGB mean? What does CMYK mean?

- a. CMYK stands for Cyan Magenta Yellow and Black. It is a term most often used in printing as these colors are mixed in the printing process to create the colors of a document.
- b. RGB stands for Red, Green and Blue. We use 6 color printers that can use the additional information the RGB color gamut provides, so we prefer RGB images.

3. Our company has special colors and images we use, as well as a document about how our logos and branding are to be used. Would that be useful to you?

- a. If your company has a set of branding guidelines, a document that shows your company colors, how your logo is to be used and not used, etc. we would love to get a copy of that document with our files so that we can make sure that we stay within your guidelines for branding and make you look as good as possible.

3. What does PANTONE color mean?

- a. A PANTONE color is a set of standard colors for printing, each of which is specified by a single number. You can buy a PANTONE swatch book containing samples of each color. Some computer graphics software allows colors to be specified as PANTONE numbers. Even though a computer monitor can only show an approximation to some of the colors, the software can output a color separation for each different PANTONE color, enabling a print shop to exactly reproduce the original desired color.
- b. If your branding guidelines specify PANTONE colors, please let us know what they are and we will use them to make sure the colors are correctly matched.

4. What is a good resolution for an image?

- a. Common resolutions for printing are at minimum (with no enlargement) 180 dpi. If you are sending us an image that you would like to be blown up for a background or a large image covering a large area 300 dpi is best. 180 dpi can be used for smaller home or office printer projects.
- b. Solutions for web graphics are usually around 72 dpi to compress space and loading times.
- c. A 72 dpi image cannot be used in place of a 300 dpi image for a large sized print project.
- d. If you are worried about resolutions of images, send us the highest resolution you can get.

5. Bleed vs. No bleed?

- a. Bleed is an image that goes all the way to the edge of the paper (or material).
- b. No bleed stops before the edge of the paper. Bleed is always specified because full bleed printing requires trimming, whereas no bleed printing can usually be printed without trimming.

6. What about fonts?

- a. Any special fonts that your company uses will need to be sent along with the requirements for the project. All fonts used in work must be licensed.
- b. To send the font, please choose the font family from your font explorer on your computer, place the fonts in a folder, zip the folder and send the zip file like a regular attachment in an email. You may also upload the file to our ftp.

7. When submitting a logo, what kind of file do you prefer?

- a. An outlined file in .eps format is the best type of file because it can be enlarged and reversed out to black or white very easily. If you don't have an .eps file, we can try to work with .jpg files but it is more expensive and time consuming.
- b. Always make sure any trademark or registered marks are included with your logo.

8. Can I make changes to the project once it has been sent to print?

- a. No changes can be made after final approval is given and the project is in the printing phase. Please be sure to look over your files with a fine comb before you approve them for print, along with any color assurance requested.

9. My company doesn't have any images to provide. Can you find images for us?

- a. We have access to thousands of beautiful stock photographs so just let us know what you have in mind and we can find it for you! If you don't know what you have in mind, let us know the style or give us examples of other images you have seen that you think would pertain to your project and we can suggest images that would work for you.

10. I know I need to get my project designed but am not quite sure what I want or how to tell you what I want. I don't do design language. How can I make sure I get what I need?

- a. Sometimes it is hard to tell others what you are imaging or what you need. If you find other websites, images, or ads that are similar to what you are looking for, include them in the resources you send to us. Think about a few dominant colors you may want to showcase. You can also brainstorm words that might describe your project. Do you want it to look grungy? Technological? Bright and clean? These types of words are helpful in describing what you might need. Even if it is just a picture of a texture or a rough sketch, it is always helpful for us to get on the right track for your project. Also going through the project brief and answering questions can help you figure out how to best describe what look you are after.

11. Is there a list of things you can provide that I need to send to you to make the project go as smoothly as possible?

- a. Of course! Here is a list of things that we would love to have that would make your project go smoothly:
- Any Corporate or Company Branding Guidelines with fonts, colors and logos
 - Any logos used on the project in .eps format with outlines and outlined text
 - If you have images you want us to use please include them. If you want us to find images, let us know and we can search stock photography to propose for the design.
 - If you have text that will be on your project please submit that to us in a Word document. Please make sure all text has been proofread and check for any grammatical mistakes before sending, including Trademarks, etc.

12. I have many changes I would like to request to the design of my project. How many drafts can I go through to make changes?

- a. The project will include a time estimate. We can do as many drafts as you like, as long as they are within the timeframe that is agreed upon in the project brief. You can request changes over the set time frame for an additional fee.

13. What kind of file types do you prefer?

- a. For images we prefer .jpg and .tiff
- b. For logos we prefer .eps or .jpg, if .eps isn't available.
- c. For text we prefer a Word document that has been proofread
- d. We can also use .psd (Photoshop) .pdf, and .ai (Adobe Illustrator)
- e. If you have files in another file type, let us know what type it is and we can see if we can accommodate it.