



# Artwork Guidelines

888.229.6327  
Electronic Art Department

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## Submitting Artwork:

When submitting your artwork please make sure to reference the following:

- Order, Quote, Purchase or Confirmation number
- Contact information
- Special messages you would like us to know about your artwork/order



Email your artwork to: [logo@deluxe.com](mailto:logo@deluxe.com)

\*reference all order & contact information

When emailing your artwork, please attach your file rather than embedding or pasting your artwork into your email. Do not supply a link to download your file; we are not authorized to access most websites.

### • **Mailed hard copies, discs and flashdrives**

Hard copies must be clean, clear and legible.

Mail to: **Deluxe Artwork Services**

**500 Main Street**

**Groton, MA 01471**

\*Reference all order & contact information

## Basics:

- All logos must be **at least 1" x 1" at 300 DPI resolution** to print well at press.  
Scanned images should be scanned at ACTUAL print size and at least 300 DPI resolution.  
Images pulled from a website are usually 72 DPI and are not an acceptable resolution for print.  
Printing these images will result in blurry and pixilated artwork.
- For optimal printing quality, we prefer vector (or computer drawn) artwork over scans, copies and photographs.
- Remove any extra items in your files and keep illustrations clean.
- All text should be converted to outlines, curves or paths depending on what program you are working with.
- We do not accept faxes.
- Make sure there is a file extension at the end of your naming convention. Ex: logo.PDF

## File Formats:

We accept and support the following formats:

Preferred File Formats:

- **PDF, EPS, AI, CDR, TIFF**

Acceptable File Formats:

- PSD, PS, QXD, IND, JPG, PNG

- Microsoft office: Artwork submitted by Word or Publisher will take additional time to process and may delay your order. To avoid any delays, please save your Microsoft file as a PDF file from the original computer your artwork was created on to embed all fonts and images.

**\*We do not accept Excel or Powerpoint files.**

**We can attempt to work with other file formats, but not all formats are compatible or considered print ready. If your artwork is not considered print ready we may charge an additional fee to redraw if you cannot provide a better file.**

**We may need to alter your logo to fit our printing specifications.**

**An Electronic Art Representative will be in touch with you if your artwork does not meet our requirements.**

## Resolution:

Resolution is the amount of detail available in an image, directly effecting picture quality. It is measured by dots per inch (DPI) or pixels per inch (PPI).

### Resolution Requirements

- All logos must be **at least 1" x 1" at 300 DPI** (dots or pixels per inch) **resolution** to print well at press  
Images pulled from a website are usually 72 DPI and are not an acceptable resolution for print.  
Printing these images will result in blurry and pixilated artwork.
- DO NOT** try to change from a low resolution to a higher one by increasing the resolution in your imaging program. This will cause the image to print blurry and pixilated. This may also cause a delay on your order.

### Scanned Images

- Scanned images should be scanned at **ACTUAL** print size and at least **300 DPI** resolution.
- A scanner must be preset to the proper resolution before the image is captured.  
Many scanners default to 150 DPI resolution.
- Set scanner to Grayscale or Color, do not scan in Bitmap.

Acceptable Print-Ready Logo



2" x 2" at 300 DPI resolution

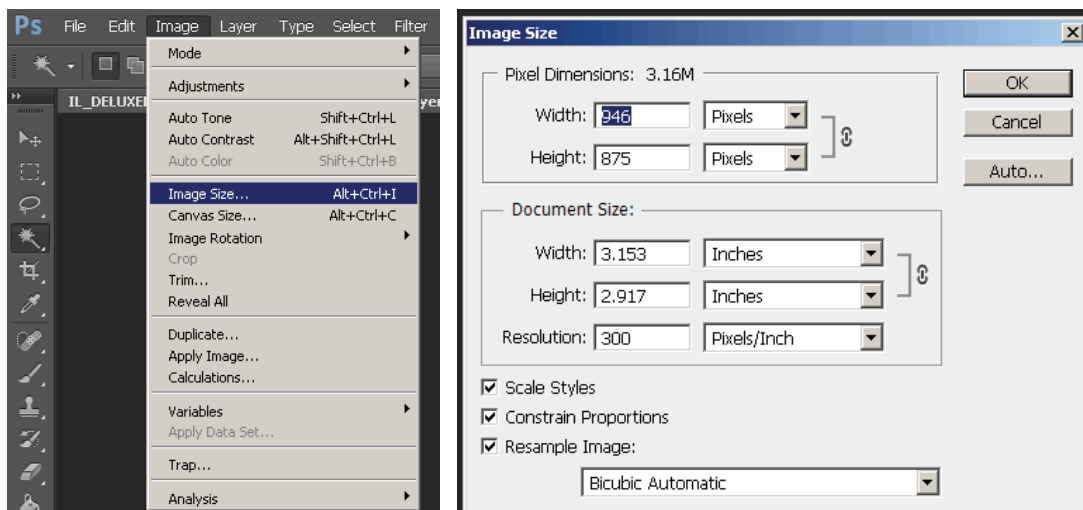
Non-Acceptable Logo



1" x 1" at 72 DPI resolution

### How to Check Resolution of your Logo in Photoshop

- Image > Image Size



We can attempt to work with other file formats, but not all formats are compatible or considered print ready. If your artwork is not considered print ready we may charge an additional fee to redraw if you cannot provide a better file.

We may need to alter your logo to fit our printing specifications.

An Electronic Art Representative will be in touch with you if your artwork does not meet our requirements.



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## Signatures:

When submitting your signatures please make sure to reference the following:

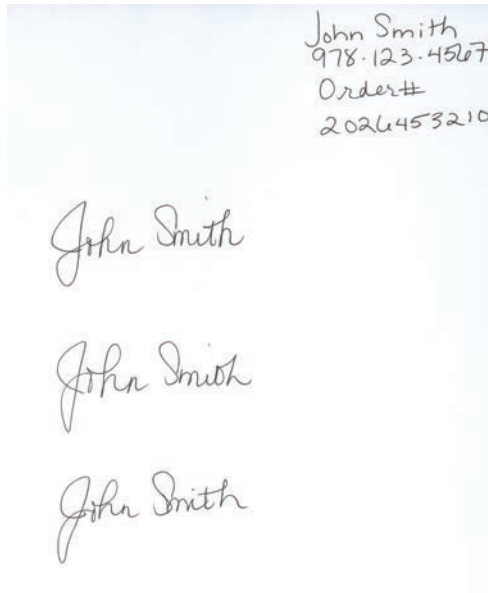
- Order, Quote, Purchase or Confirmation number
- Contact information

➤ Follow instructions under [Submitting Artwork](#) for sending us your signature file.

### Signature Requirements

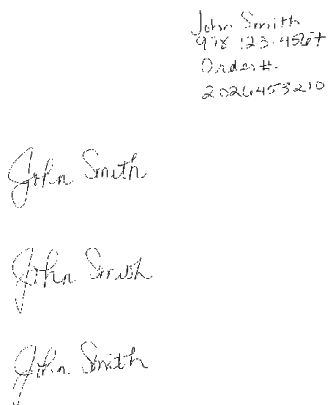
- Sign your signature 3 times on a blank white piece of paper using a black felt tip pen.
- Do not sign your signatures on lined paper or in marker.
- Reference your order and contact information on your signature sheet to avoid delays.
- If you can't mail us a hard copy of your signatures, you may also scan them and email to us.
- When scanning your signatures, please scan at ACTUAL print size and at least **300 DPI** resolution.  
A scanner must be preset to the proper resolution before the image is captured.  
Many scanners default to 150 DPI resolution.  
Set scanner to Grayscale or Color, do not scan in Bitmap

### Acceptable Signature File

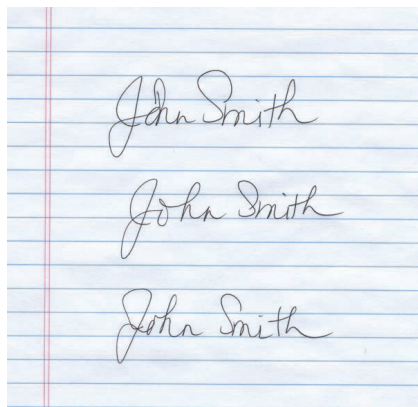


### Non-Acceptable Signature Files: All examples may delay your order.

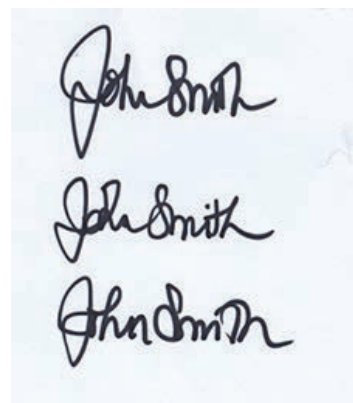
Scanned less than 300 DPI resolution



Signed on lined paper



Signed with marker



An Electronic Art Representative will be in touch with you if your artwork does not meet our requirements.

## How-To's:

Helpful Tips for Saving Artwork Correctly

### ★ How to: ➤ Make sure Illustrator document is clean with no extra hidden items

To make sure there are no extra hidden items in your file to keep it clean and to avoid delays, press **CTRL + Y** in Illustrator. This allows you to view all layers of your document in Illustrator.

Example of file ready to be sent



Example of same file in **CTRL + Y** mode



### ★ How to: ➤ Make a Microsoft PDF file

Artwork submitted by Word or Publisher will take additional time to process and may delay your order. To avoid any delays, please save your Microsoft file as a PDF file from the *original computer your artwork was created on* to embed all fonts and images.

You need to have Adobe Acrobat to create the PDF.

1. Right click on the name of your file.
2. Choose convert to Adobe PDF.
3. Save file.

If you do not have Adobe Acrobat, go online and make a free pdf: [www.freepdfconvert.com](http://www.freepdfconvert.com)

### ★ How to: ➤ Create text/fonts into outlines or curves

#### Illustrator and Indesign

- Select All: press **CTRL + A**
- Create Outlines: press **SHIFT + CTRL + O** or select the Type menu then scroll down to Create Outlines

#### Corel

- Select All: press **CTRL + A**
- Convert to Curves: press **CTRL + Q** or select the Arrange menu then scroll down to Convert to Curves

### ★ How to: ➤ Purchase/Download Internet or Stock Photo images correctly.

- When downloading or purchasing images from the Internet, make sure they are **at least 300 DPI Resolution**.
- Example to the right is an image not purchased or downloaded correctly from a Stock Photo website. These are not acceptable files for us to print. Once the file is downloaded correctly, the logo will not appear on the image
- Use website instructions on all Stock Photo websites for correct download.
- Do not right click on image and save to your computer.



## Full Color:

Full-Color, Print-Ready Acceptable Format:

- High-resolution **PDF** files only

Please note that we cannot be responsible for the following on customer supplied print ready art files:

- Spelling, punctuation or grammatical errors
- Inferior quality or low-resolution images
- Design errors introduced by the customer.

To keep costs down and ensure you get the quality product you can be proud of, please review all art files carefully and correct any mistakes prior to placing your order or providing your artwork.

## ★ ITEMS TO WATCH FOR WHEN CREATING PRINT-READY PDF DOCUMENTS ★

### SIZE & BLEEDS

▶ All PDFs submitted should be saved at ACTUAL print size, plus a **.125" or p9 bleed** added on all 4 sides. This adds 1/4" (.25") to both the height and width.

- For example, a 3.5" x 2" business card should be set up as a 3.75" x 2.25" document. See EXAMPLE.
- When an image extends past the trim edge, this is a bleed.
- In the document layout program (ex., Quark, Indesign) you must extend the bleed out past the document edge.
- Using guides is helpful.



### CROP MARKS

▶ Do not add crop marks to any PDF submitted for print.

### OUTLINE ALL FONTS

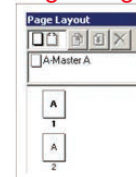
▶ All fonts should be "outlined" or turned to "curves" on entire file prior to saving your PDF.

### SINGLE PAGES

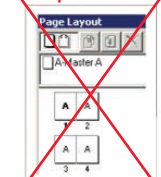
▶ Save your PDF as **SINGLE PAGES** in consecutive order.

- Any layout over 2 pages should be saved as one PDF file.
- DO NOT design in Spreads (also known as Facing Pages).
- Design in Single Pages only.

#### Single Pages



#### Spreads



### COLOR

▶ Files should be created in **CMYK** color, not RGB. (CMYK is for printing, RGB is for screen and Web only.) Black text should be 100K, not "Built" black.

- (C-0 / M-0 / Y-0 / K-100)
- Large black areas over .5" should use as "Built" black
- (C-50 / M-40 / Y-40 / K-100)

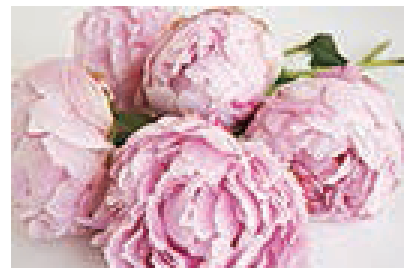
### RESOLUTION

▶ For best quality printing, **300 DPI Resolution** images are required.

- 72 DPI is not an acceptable resolution for images for printed products.
- Resolution is the amount of detail available in an image, directly effecting picture quality. It is measured by dots per inch (DPI) or pixels per inch (PPI).



300 DPI  
Print Quality



72 DPI  
Screen Quality



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## Contact Us:

If you have any questions or have any problems with your artwork file, please contact our [Electronic Art Department](#). Please make sure to include your Order, Quote, Purchase or Confirmation number when contacting us.

Thank you for ordering Deluxe Business products!

## Electronic Art Department

- ★ **Phone:** >> **888.229.6327**
- ★ **Email:** >> **[logo@deluxe.com](mailto:logo@deluxe.com)**
- ★ **Mail:** >> **Deluxe Artwork Services  
500 Main Street  
Groton, MA 01471**