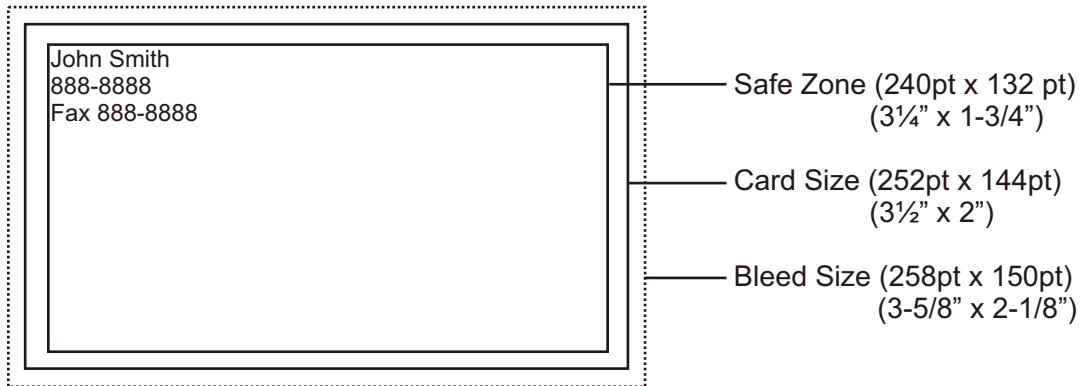


Business Card Design

Our standard business card size is 3½" x 2" or 252 pt. x 144pt; however, do not exceed 240pt x 132 pt unless you are requesting a bleed. Any information outside of this area may be lost. Bleeds should extend 1/8" or 6 points from the business card's border. **Mainline typestyles** can be various sizes and located anywhere on the card using 12pt to 14pt font sizes. **Body copy**, information such as an Address, City, State, etc...will be set using 8pt fonts if not specified.



When printing a spot color business card, any TIFF, JPEG or other linked BITMAP image should be grayscale. All single color orders should be saved as black. Multiple color orders can be saved as Pantone Spot Colors, or using Process Colors to represent the actual color that will print. To do this, the primary color will be black, the second color magenta, the third color is cyan and the fourth color is yellow. An example of a business card saved as process colors with a bleed on three sides (extending 1/8" past the card size) is shown below. To screen your color simply adjust the percentage of the color. For example, Black and Red order would be saved as a black and magenta only, if Red was to be a 40% screen, adjust the magenta percentage to 40.

Example of a three color business card saved correctly in process colors with the proper extension for a bleed.



Example of a three color business card as it will be printed.

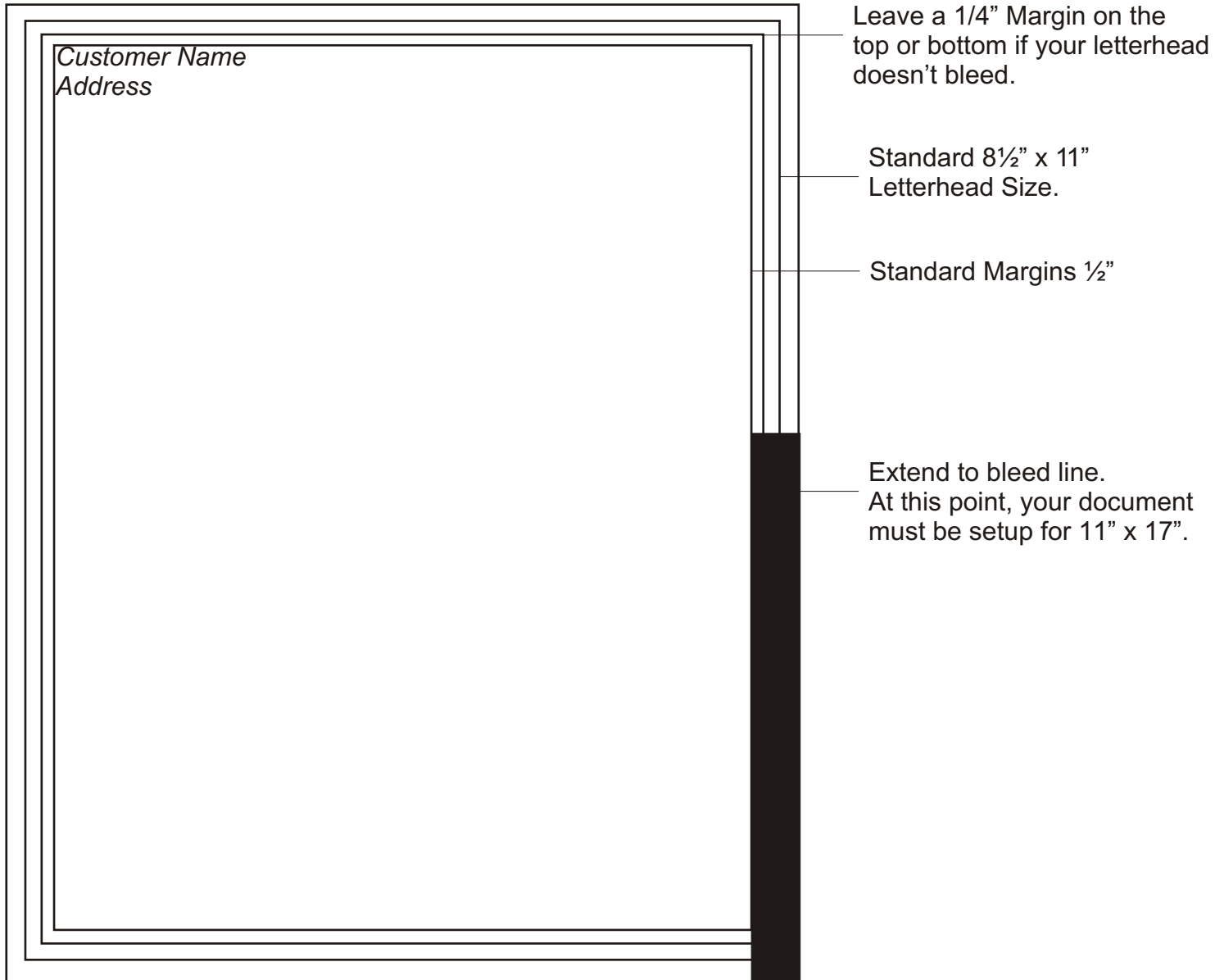


Example of a three color business card as it will be printed and cut.



Letterhead Design

The standard Letterhead Size is 8½"x11". The normal margins used are ½" on all four sides. You may extend to the edge or bleed off of the edge. In order for ANY 8½"x11" sheet of paper to bleed, it must be setup on an 11" x 17" plate or sheet and the ink extended at least 1/8" from the edge of the sheet.



ELECTRONIC FILE REQUIREMENTS

We would like to provide you with detailed instructions on how to send the file that you designed to us electronically so that you are not charged a design fee for editing or formatting the file.

Because you are supplying us with the design that you like, we are not charging you. Therefore, if you do not send us the proper file in the correct format, we will not be able to accept your file until it is e-mailed to us in the correct format, thus delaying the processing of your order.

Additional work requested to be done to any document will be billed to the customer at our standard rate of \$60.00.

Set your document size to the *finished* size of the page. This means if you are designing a booklet that will fold from an 8½"x11" sheet to a 4 page 5½"x8½" booklet, you must set the page size to 5½"x8½".

We can print on sheet sizes from 8½"x11" to 12"x18". Jobs that are setup to bleed must extend to no less than 1/8" past the cut line. Always send us files that have NO LESS than a ¼" margin on all four sides unless the file has a bleed.

RAW Files (original application files which are not exported into an image format such as a .pdf) are accepted but must have a printed sample faxed or provided to our designers. RAW Files provided for any Microsoft Office product must be setup for the exact page size in which it will be printed (i.e. If your file will print on an 11"x17" sheet, we must receive the file in that page format).

Exported files must be set up to the size of your finished project.

For example, if you are designing a business card, your page should be set to 3½"x2".

If you are designing an envelope, your page should be set to landscape 9½"x4¼".

Please be sure you know the exact specifications of the piece you are designing.

WE ACCEPT THE FOLLOWING SOFTWARE APPLICATIONS:

Any Microsoft Office 2000 document ~ Adobe Acrobat PDF

Adobe Photoshop ~ Adobe Illustrator 10 or earlier

Adobe InDesign 2.0 or earlier ~ Corel Draw 10 or earlier

QuarkXPress 5.0 or earlier

If you are using any of the above applications or an earlier version, please just attach and send the RAW file. You do not need to export the file.

Adobe InDesign 2.0 and QuarkXPress 5.0 are only MAC compatible. Adobe Acrobat PDF cannot be modified.

In your e-mail, please list full name of all fonts used. When possible, please send a faxed copy of your document so that we can use it as a reference.

IMAGES: Please use .jpg, .tiff, .ai, .eps or .png (85-line screen, 170 dpi). Photoshop files are preferred.
Please send all art work with your QUARK and InDesign documents! DO NOT USE TRUE TYPE FONTS.

If you are sending Vector drawn files PC or MAC (Illustrator, Freehand, CorelDraw):

Convert all type to outlines or curves.

Save as an EPS

All CorelDraw files must be exported out to Adobe Illustrator 3.3 or higher files.

ELECTRONIC FILE REQUIREMENTS

Always SAVE or EXPORT at 100% of the size of the printed piece. Scan and/or design at a minimum of 300DPI. Save in CMYK. No Pantone or RGB. Be sure to choose process colors, use the CMYK model and check off process separation in the color dialog box.

In order to obtain a good PDF, always embed and subset fonts, set transparency flattening settings to the highest settings (when appropriate), all color settings should be set to CMYK, use Binary data format instead of ASCII. If you are using Photoshop then flatten your file first and after the PDF is saved, check the Document Properties in Acrobat to confirm that fonts are embedded and subset. Some common errors with PDFs are that they are produced by PDF Writer, saved from Microsoft applications such as WORD or Publisher, using generic settings such as eBook, Screen or Web down-sampled images (High resolution images distilled to low resolution) and high resolution images not embedded.

We are not responsible for errors which occur during the file transfer process. Please proof your job just as if we have designed the file.

* We do not recommend that you design a project that is *going to press* in any **Microsoft Office** product or in **Microsoft Publisher**. Microsoft Office products are used for word processing and database projects.

Helpful Hints

Standard margins for most documents and print pieces (including Business Cards) ¼” from the edge of the sheet. *Letterhead and Envelopes* are ½” from the top left and corner of the piece. The distance between fold lines in brochures are ¼” on each side, additionally, ¼” from the top, bottom, left and right sides of the sheet.

When designing a brochure, starting with the *inside* content, the first fold mark should be made 3-3/4” from the left side of the document (landscape). The next is 3-5/8” from the 3-3/4” mark you just made. Since your brochure will fold at those two places, you now know where to have your text stop (1/4” on both sides of those marks). 1/8” is acceptable, however, you must make all margins the same, including page margins, fold margins and cut margins, which are also known as gutters.

Designing for SPOT COLOR Printing

When designing your project, keep in mind that if you want to use more than one color and you are not printing full color or paying for full color, you need to have the colors selected and color separated to go to press. ** CMYK only! No Pantone or RGB. Be sure to choose process colors, use the CMYK model and check off process separations in the color dialog box.**

Also, be sure that the colors you are changing to are 100% the actual colors. In Photoshop, this can be easily converted:

1. Select the Layer in which you would like to separate.
2. Go to Image Mode Grayscale
3. Once the image is Grayscale, go to Image Mode Duotone
 - a. Select which color you would like that image to be
(Black, Magenta, Cyan or Yellow)
4. File Save As and save the file or separation as a Photoshop PDF.

ELECTRONIC FILE REQUIREMENTS

Designing for SPOT COLOR Printing (continued)

One Color (including **Black**), you can use all **Black** print.

For a second color, use **Black** to designate one color and **Magenta** to designate the second color.

For a project containing three colors, use **Cyan** for anything to print in the third color.

Four color projects, use **Yellow** for anything to print in the fourth color.

In your e-mail, be sure to specify which standard ink color would match the print separation colors you designed your project using.

CMYK only! No Pantone or RGB. Be sure to choose process colors, use the CMYK model and check off process separations in the color dialog box.

*(i.e. With a **Black** and **Reflex Blue** piece, you would use **Black** and **Magenta** designing it, but in your e-mail you would specify that **Black** is to print **Black** and **Magenta** is to print **Reflex Blue**)*

Screens are printed at our standard 30% and must be sent at 30% of the color separation model. Halftones/pictures must also be converted to 100% Grayscale.

Once you have designed your project, you can now e-mail it to us. You can also upload the file to our FTP site. Attach the file in an e-mail to us or save it to a disc. Files that are larger than 10MB cannot be e-mailed. Email your document to orders@cecilgraphics.com. Please put all necessary order information in the body of the email including contact information.

Please keep in mind that Adobe Illustrator is a vector based application and works well with Business Logos.

Photoshop is a Bitmap based program and works well to print out pictures and cards. 300 DPI is recommended for printing from Photoshop. This keeps your image from becoming pixilated.

If you have an image that you want printed in one, two or three colors, we must receive the image or logo already color separated as a Photoshop file (see page 2 *Designing for Spot Colors*). Please follow the directions for changing artwork to 100% CMYK.