

ART GUIDELINES

URP TEMPLATES

Documents should be built using URP supplied templates that are available on our website or from your account manager. Templates should be placed on a separate layer that is either discarded or turned off prior to file submission. The template should never be embedded in the final art.

SUPPORTED SOFTWARE PROGRAMS

Adobe InDesign, Illustrator, or Photoshop (CS-CS6)

BLEED

All documents submitted for print needs 1/8" bleed on all outside or cut edges. Bleed should consist of background art or color that is not intended to be part of the final trimmed product. It is a safety precaution to allow for variation in the manufacturing process.

FONTS

It is imperative that your fonts are included to produce your artwork. Please include both screen and printer fonts. Do not use PC-specific key combinations to create special font effects as they do not always translate correctly and will sometimes appear as symbols in the PDF proof.

IMAGES

All images, whether photos, images, or artwork, used in your documents must be in the form of .tif, .eps, .psd, or vector files. These files must be saved in a CMYK image mode or grayscale at a resolution of 300 pixels/inch.

NOTE: 72 pixels/inch files are low resolution and are good for screen display only - NOT HIGH-QUALITY OUTPUT.

PHOTOSHOP FILES

Photoshop files should be saved as .tif or .psd with colors set to CMYK or grayscale. Photoshop files built in layers will need the layered file also with all images and fonts in the event changes in type or individual layers have to be made.

ILLUSTRATOR FILES

We recommend Illustrator files be saved as .ai, but .eps and .pdf are also accepted, with images with colors set up in CMYK for 4-color, or in the proper Pantone colors for jobs utilizing spot colors. Type should be converted to outlines whenever possible. It is recommended to send final artwork in an .indd or .ai file accompanied by high quality PDFs exported from either one of these programs.

PRINT READY PDF FILES

PDF files must have all images and fonts embedded or outlined in the document.

The PDF must include 1/8" bleed as specified in the bleed section above.

Color and Grayscale images downsampling to 300 dpi. Fonts setting is Embed All Fonts and Subsets.

UPCs

URP does not provide a UPC. UPCs must be either included in the artwork or provided by the customer to be printed on a sticker.

FINAL SUBMISSION REQUIREMENTS

Submitted artwork should be packaged from your final layout file from either InDesign, Illustrator, or Photoshop: File > Package. The resulting folder package includes the art file and all links and fonts used in the document. Include a print-ready PDF of your desired final artwork for placement in your packaged folder and then zip your entire submission.

Completed artwork may be submitted to URP through file transfer programs such as WeTransfer, Dropbox, Google Drive, etc., or by email, on a CD-R, or USB thumb drive.



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