

# File Requirements For Printing

(For best results please follow our guidelines)

## **Resolution**

All file formats must have a minimum of 300 dpi (dot per inch) resolution. The images designed for the web are usually at a low screen resolution of 72 dpi and are not suitable. Print images need to be created at 300 dpi or there will be a substantial drop in the image quality.

## **Four Color Print**

All color artwork and/or images must be provided in CMYK (cyan, magenta, yellow, black) color mode. All black & white artwork and/or images must be provided in grayscale color mode.

## **Bleed**

Please build your press-ready digital files by adding .1250" dimension for business cards, postcards, brochure, etc. We require ALL files to be built to the full bleed dimension specified for each trim size. Example: a 3.5"x 2" business card would have a bleed size of 3.75" x 2.25" and a 8.5"x11" flyer would have a bleed size of 8.75"x11.25".

## **What's a bleed?**

This is the term used when the color goes to the edge of the document.

## **Safety Zone**

All critical elements (text, images, logos, etc.) must be kept at least 0.125" inside the edge. Anything too close to the edge may be cut off during trimming.

## **Borders**

Please allow 1/16" cutting tolerance around your card. We recommend no borders due to shifting in the cutting process, borders may appear uneven.

## **Crop Marks**

Please build your press-ready digital files by adding crop marks. Lines indicating where the paper should be cut to produce the correct size.

## **What is the difference between the RGB and CMYK**

RGB refers to the primary colors of light, Red, Green and Blue, that are used in monitors, television screens, digital cameras and scanners. CMYK refers to the primary colors of pigment: Cyan, Magenta, Yellow, and Black. These are the inks used on the press in "4-color process printing", commonly referred to as "full color printing". The combination of RGB light creates white, while the combination of CMYK inks creates black. Therefore, it is physically impossible for the printing press to exactly reproduce colors as we see them on our monitors. Many programs have the capability to convert the layout/images from the RGB color space to the CMYK color space. We request that you convert your colors from RGB to CMYK if your tools allow you to. By doing it yourself, you have maximum control over the results. You may notice a shift in color when converting from RGB to CMYK. If you do not like the appearance in CMYK, we recommend that you make adjustments while working in CMYK (usually lightening). Generally, you should specify CMYK color builds that look a little lighter than you want, since the dots of ink "fatten up" on press, giving you more pigment on paper than you see on your monitor. Be especially careful to keep backgrounds light if there is black or dark colored text over it, so that the text remains readable.

## **Raster Graphics**

Raster graphics are bitmap images made up of individual pixels/dots, laid out in a grid. Raster images have a fixed resolution (dots per inch) and lose quality when enlarged. Not recommended for text, as edges will likely appear jagged.

## **Vector Graphics**

Vector graphics are graphics created with mathematical lines and curves. Vector graphics are resolution independent and scalable. Recommended for text, as edges will be clear and crisp.

## **Outline Fonts**

Since there are literally thousands of fonts available on both Mac's and PC's, it becomes a problem to be sure that everyone has access to the same fonts and can display your images properly. When digital art is supplied with missing fonts, we cannot process your job in production.

The answer to this problem is to either embed your fonts, or convert them to outlines. Outlining fonts will allow us to insure text will not shift or default to another font.

- One, Two, Three and Four color offset printing.
- CA-Approved Controlled Substance Prescription
- Medicaid Approved RX Printer for all states.
- Graphic Design and Typesetting
- Bindery: emboss, foil, die-cut, scoring, folding and booklets
- Black and white and full color same day digital printing.
- Mailing Services

#### CALIFORNIA LAW

Among other changes to California prescribing law, California Senate Bill 151 requires, starting January 1, 2005 that prescriptions for Scheduling 11-V medications be written on a prescription form that meets California Security Standard and must be obtained from a state designated "security printer." HB Fast Print is a California Approved Security Printer.

[Pricing/Order CA-Approved Prescription Pads \(PDF\)>](#)