

LETTERPRESS FILE SUBMISSION DETAILS



ILLUSTRATOR (EPS, AI OR PDF) FILES ARE PREFERRED.

1. CLICK FILE -> NEW
DOCUMENT SIZE (ARTBOARD) = FINISHED CARD SIZE
COLOR MODE = CMYK
RASTER EFFECTS = HIGH 300PPI
2. USE ALL PANTONE COLORS
CLICK WINDOW -> SWATCHES
CLICK ON THE DOWN ARROW AND CLICK ON OPEN SWATCH LIBRARY -> COLOR BOOKS
WE RECOMMEND USING PANTONE SOLID UNCOATED
3. CONVERT ALL TYPE TO OUTLINES
SELECT TYPE (TYPE ONLY)
CLICK ON TYPE -> CREATE OUTLINES
4. INCLUDE A 1/8" BLEED WHERE APPLICABLE
EXTEND THE COLOR, PATTERN OR GRAPHIC (WHERE APPLICABLE) 0.125" OUTSIDE OF THE ARTBOARD
FOR COMPLEX PATTERNS, WE RECOMMEND USING A CLIPPING MASK

IF YOU DON'T USE ILLUSTRATOR, YOU CAN EXPORT YOUR DESIGN TO A PDF

1. FOR DESIGNS WITH A BLEED:
DOCUMENT SIZE = LETTER
COLORS IN PANTONE
INCLUDE 0.5PT TRIM MARKS OFFSET 0.25" AND PRINTER REGISTRATION MARKS
2. FOR DESIGNS WITHOUT A BLEED:
DOCUMENT SIZE = FINISHED CARD SIZE
COLORS IN PANTONE

SEND US YOUR FILE(S) IN ONE OF OUR FILE SUBMISSION TEMPLATES ON OUR WEBSITE

DOWNLOAD TEMPLATE AND FOLLOW THE DIRECTIONS WITHIN THE TEMPLATE TO SEND US YOUR FILE.

COLOR FILES

DO I SEND YOU COLOR FILES?

WE ASK THAT YOU SEND US COLOR JPG OR PDF PROOF FILES FOR EACH PRINTED PIECE SO WE HAVE A REFERENCE FOR FINAL CARD APPEARANCE.. FILM READY FILES SHOULD ALSO BE IN COLOR (CMYK MODE) USING ALL PANTONE COLORS. WHEN WE MAKE YOUR DESIGN FILM READY, WE CREATE COLOR SEPARATIONS (IF APPLICABLE) AND CONVERT IT TO 100% BLACK AND WHITE. WE ASK THAT YOU DO NOT USE GRADIENTS OR SCREENS. UNLIKE OFFSET OR DIGITAL PRINTING, GRADIENTS DO NOT RESULT IN CONSISTENT LETTERPRESS PRINTING.

WHAT DO I NEED TO DO FOR A 2 COLOR DESIGN?

UNLIKE DIGITAL OR FLAT PRINTING, IF YOUR COLORS/LAYERS OVERLAP YOU WILL NEED TO DETERMINE HOW YOU WANT TO HANDLE THE OVERLAP. THERE ARE 2 CHOICES. THE FIRST IS THAT ONE COLOR CAN OVERPRINT THE OTHER. THIS WORKS WELL WHEN YOU HAVE A DARK COLOR OVERPRINTING A LIGHT COLOR OR, YOU MAY DETERMINE THAT YOU DO NOT WANT THE COLOR TO OVERPRINT. IN THIS CASE, WE WILL SEPARATE THE COLORS SO THAT THERE IS "KNOCK OUT" SO THAT THE TWO COLOR DO NOT OVERPRINT. WE RECOMMEND OVERPRINTING FOR ANY FINE PATTERNING AND WHERE ONE COLOR IS DARKER THAN THE OTHER AND THE DARKER COLOR OVERPRINTS THE LIGHTER COLOR.

ENVELOPES

HOW SHOULD I SEND ENVELOPE ARTWORK?

WE RECOMMEND, IF POSSIBLE, YOU USE ONE OF OUR ENVELOPE TEMPLATES TO SEND US YOUR ENVELOPE ARTWORK AND COPY. WE WANT TO UNDERSTAND WHERE YOU EXPECT THE PRINTING TO BE ON THE ENVELOPE RELATIVE TO THE FLAP. IF YOU DO NOT WORK WITHIN ILLUSTRATOR, SEND US A PRESS READY PDF USING THE ACCURATE ENVELOPE DIMENSIONS FOR YOUR DOCUMENT SIZE AND PLACE THE ENVELOPE ARTWORK AND COPY WHERE IT SHOULD BE PRINTED.

DESIGN BLEED

DO OUR FILES REQUIRE A BLEED?

WE TRIM ANY DESIGNS PRINTED ON CRANE'S 100% COTTON LETTRA PAPER TO FINAL SIZE WHICH ENABLES THE USE OF BLEEDS. IF YOUR DESIGN PRINTS TO THE EDGE OF THE CARD, YOU WILL NEED A 1/8" BLEED ON EACH CORRESPONDING EDGE TO ACCOMMODATE TRIMMING. BECAUSE ALL ENVELOPE AND ALL ARTURO FINE PAPER ARE NOT TRIMMED TO FINAL SIZE, THEY CANNOT ACCEPT A BLEED.

FONTS

HOW DO I MAKE SURE YOU CAN PRINT THE FONT MY CLIENT HAS CHOSEN?

ALL TEXT SHOULD BE CONVERTED TO OUTLINES BEFORE SENDING THEM TO US. WHEN YOU CONVERT TEXT TO OUTLINES, IT ALLOWS YOUR FONT TO BE PRESERVED (AS A GRAPHIC) AND NOT LOST IF WE DO NOT HAVE THE FONT LOCAL.

FINE LINE ART WORK

WHAT IS THE MINIMUM LINE WIDTH THAT CAN BE PRINTED?

LETTERPRESS THRIVES ON FINE LINE DETAILING. WITH THAT SAID, WE DO RECOMMEND YOU MAINTAIN A LINE WIDTH NO SMALLER THAN 0.25PT IN BOTH YOUR ARTWORK AND TYPE TO ASSURE DETAILS DON'T GET LOST.

LARGE AREAS OF SOLID COLOR

CAN I USE LARGE AREAS OF SOLID COLORS IN MY DESIGN?

SURE! WE ASK THAT YOU BEAR IN MIND THAT AREAS OF SOLID COLOR IN LETTERPRESS WILL NOT PRINT LIKE A SOLID WILL PRINT IN OFFSET OR DIGITAL. A LETTERPRESS SOLID AREA WILL LOOK MORE VELVETY OR SUEDED SHOWING GLIMPSES OF THE PAPER COLOR BENEATH.

LIGHT VS DARK INK

HOW SHOULD I USE LIGHT VS DARK INKS?

WE RECOMMEND LIGHT INKS FOR DESIGNS OR BACKGROUND PATTERNS AND DARKER INKS FOR THE COPY TO ALLOW LETTERPRESS TO SHINE! THIS IS ALSO WHY OUR IN-HOUSE PAPERS ARE LIGHTER COLORS. IF A CLIENT PREFERS A LIGHTER INK ON A DARKER PAPER, THEY SHOULD ANTICIPATE BEING ABLE TO SEE THE PAPER COLOR THROUGH THE LIGHTER TRANSLUCENT INK.