

Specializing in Digital Color and Business Forms Printing



Pink Ink Print Shop

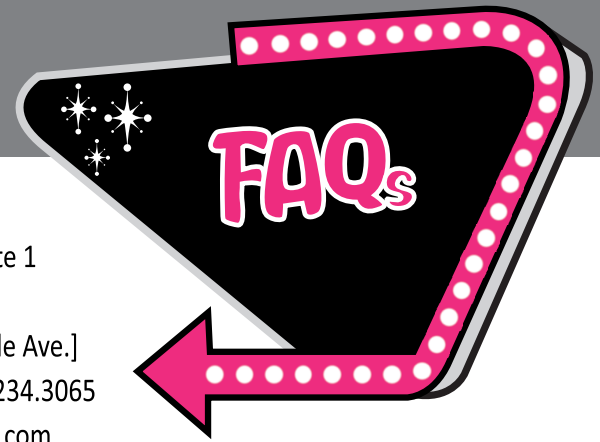
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What's the best way to get a project to us?

We encourage you to email the design of your printed piece to us. It's the fastest, easiest way for us to look at it in order to provide an accurate quote or to complete your print project. **The best file format to send is a PDF** (Portable Document Format). This ensures that your printed piece retains the formatting you intended.

Before sending your file, please confirm that the design is the correct size. This is easily checked by opening the .pdf in Adobe Acrobat or Reader and selecting File > Properties. Page Size should be the size of your printed piece. (If your piece bleeds, page size should be BLEED SIZE).

If your project is multiple pages, you may send all the pages in one file.

Can I send a file with Spot Colors?

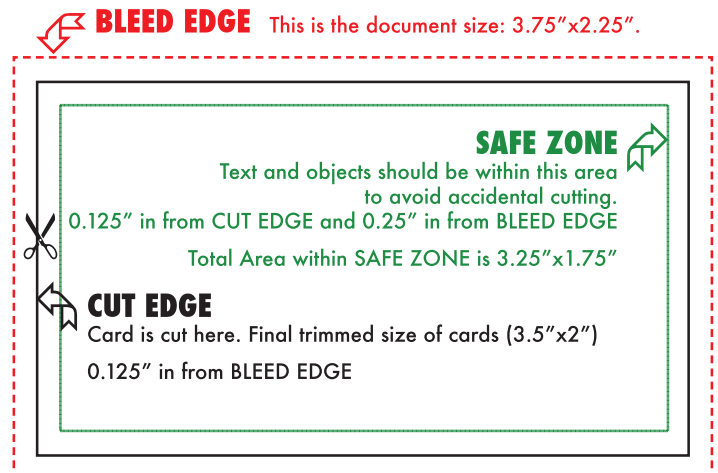
Please do NOT include spot colors in your final file. They will be converted to CMYK in the printing process and may not convert to your satisfaction. It's best to design in CMYK color space.

What are Bleeds?

"Bleed" is the term for printing that goes right to the edge of the paper. If you have images or backgrounds that you want to print (bleed) off the edge of the paper, then you must design your printed piece larger than the final CUT SIZE. Bleeds are created by actually cutting through the image/background. If your file is not set up for a bleed, you will have a border around all four edges of your printed piece.

How to create Bleeds

To create a bleed, make your document larger than the final CUT SIZE. Your document must be 0.125" larger on all four sides; therefore, the size with bleeds is 0.25" larger than the final size in both length and width. For example, a standard business card is 3.5"x2" (CUT SIZE); the size with bleeds is 3.75"x2.25" (BLEED SIZE).



Start by making your document size equal to the BLEED SIZE. Place visual guides 0.125" in from those edges. These guides will be the CUT EDGE. Anything you want to bleed off the edge of the card must extend past your guide out to the BLEED EDGE. Anything you don't want to be trimmed away must be inside the SAFE ZONE.