



# Artwork Guidelines

## Accepted File Formats

- **Print Ready PDF (Preferred)**
  - Be sure to include bleeds and crop marks.
- **InDesign, Illustrator, Photoshop, Quark, Microsoft Office, Microsoft Publisher**

## Artwork Guidelines

- **Layout**  
**Single pages** (not spreads), in numerical order (1,2,3...) work best
- **Bleed**  
**1/8" bleed is required** when your project has art elements that extend to the edge of the trim and for **Wide Format Cutting** of letters and graphics
- **Color**  
Use the CMYK mode for color images.  
Use Pantone colors whenever color match is important
- **Images**  
Use Vector images (.ai and .pdf) whenever possible.  
They are always sharp, no matter the size.
- **Resolution**  
**Offset and Digital Printing:**  
**300 dpi = High Quality,**  
**150 - 299 dpi = Good Quality,**  
**1 - 149 dpi = Low Quality**  
**Offset and Digital Printing:**  
**151 - 300 dpi** for a printed item being viewed up close,  
**150 dpi (or less)** for a printed item being viewed from a distance  
(Several feet)
- **Safe Zone**  
All elements (text, images, logos, etc.) must be kept at least 1/8" (.125) away from the trim edge.

## Proofs

- **Soft Proofs**  
Soft proofs (PDF) are fine most of the time. They are great for checking content but will not always accurately show color or other problems such as resolution
- **Hard Proofs**  
For color critical projects, we offer a hard proof (ink on paper). This is the best way to ensure that your expectations on the final product are met.

## File Submission

**Visit** <http://www.meridian-direct.com/upload-files/>

## Still Have Questions?

**We're here to help!**

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