

## FILE REQUIREMENTS FOR FULL COLOR PRODUCTS

### Acceptable Programs For Design Development:

- Adobe Photoshop CS3
- Adobe Illustrator CS3
- Adobe Acrobat PDF
- Adobe InDesign CS3

\*\*some lower versions are acceptable\*\*

### Formats and Requirements for Design Submission

- A file with copy to indicate complete layout should be submitted for initial evaluation.
- Once a design is finalized, a file without copy must be submitted for order fulfillment.
- A .jpg, .pdf or .tiff format is acceptable for design submission.
- Please be sure that all files are 300 dpi, CMYK or Grayscale and if sending as a .tiff format be sure that all support files from Photoshop are saved prior to placement in Illustrator. All support files should be flattened within the final document via "Flatten Transparency".
- Files can be sent electronically to [info@partybasics.com](mailto:info@partybasics.com)

**\*\*Note of caution:** Sometimes we are unable to open a file because of the way a file is encoded when sent electronically. One possible solution is to "stuff" the file. Also, because of the size of these files, it will help if multiple files are divided into multiple emails.

- A backup CD with a hardcopy printout of all files is required for reference and can be sent to:

Party Basics  
Attn: Art Department  
PO Box 914  
Hamburg, New York 14075

*Be sure to include information about your order along with your name, daytime phone, fax or email address.*

### File Sizes by Product:

- Invitations: 6.88" x 5"
- Respond Cards and Medium Magnets: 5" x 3.625"
- Favor Magnets: 3.54" x 2.05"
- Large Car Magnet: 11" x 17" – a ½ inch border will be around image – NO BLEED Product size is 12" x 18"

- \* All file sizes except the large car magnet include a 1/16" bleed area for cutting. This should be taken into consideration when preparing designs.
- \* All files should be saved at 100% of their printed size.

## **Design and Submission Tips:**

- Scaling and rotating Photoshop files to their final position in applications other than Photoshop is not recommended.
- Unused colors should be deleted from the color palettes.
- All color swatches should be CMYK Process - spot colors or Pantone colors may not be matched.
- We discourage filling large areas with swatches that have a C, M, Y or K percentage of less than 5. The printer may have trouble reproducing such colors.
- If any fonts are included in a vector design, they must be converted to Outlines.
- Any vector designs including a transparency must be flattened via "Flatten Transparency".
- Any vector designs including a gradient must be rasterized in Illustrator at 300 dpi.
- File images should not extend beyond the document edges, including bleed.
- A clipping mask should be created to eliminate any overlapping image, which cannot otherwise be deleted.
- Do not design straight edge or thin borders, as any slight inconsistencies will show in finished products.

**Please Note:** There are two options for calendar designs -

- Use the standard calendar format supplied by us.
- Supply a file for each month of the calendar year with your specific font and layout.

**\*\*Because of the difference in the substrates for the Invitations/ResponDs and the magnets there will not be an exact color match of any design. We will strive to get the closest match possible in our experience.\*\***