

LIVELLO CUSTOM ART

Digital Print Specifications

COLOR REQUIREMENTS

- All files will be printed with the embedded CMYK values specified in the file.
- CMYK color mode is preferred when creating original art. Final production files are produced as CMYK, if file submitted is in a different profile, it will be converted to CMYK.
- For critical color matching, please provide PMS numbers and a color proof with each layout, this will help the matching process. We match as closely as possible with 4-color process.
- Specify Process Black using CMYK values of 30C 30M 30Y 100K to produce a rich black print.
- Gradients should be designed in Adobe Photoshop, for minimum stepping and banding.
- Metallic colors are not reproducible using CMYK inks.

IMAGE RESOLUTION

- Resolution is critical if a file has any type of continuous tone image, scanned logo or photo. Resolution is measured in dpi. Refer to the technical information below to ensure a quality image.
- 100 dpi at 100% scale
- 200 dpi at 50% scale
- 400 dpi at 25% scale
- Do not download images from the web, they are not high resolution. Consider sourcing imagery from a stock image house such as Shutterstock, iStock, etc.

ACCEPTED FILE FORMATS

- PDF, TIF, PSD, AI, INDD, EPS (files from Microsoft Powerpoint, Excel, Word or Publisher not accepted)

ADDITIONAL FILE REQUIREMENTS

- Convert fonts to outlines whenever possible. If leaving fonts intact, submit a packaged art file with all links and fonts included. Fonts need to be MAC based.
- Include a minimum 1 inch bleed on all sides of art. Do not include crop marks for the live area in PDF files, include bleed in the overall size
- Indicate scale at which art file is created if other than 100%.
- Supply a low resolution PDF as a reference guide.

FILE SUBMISSION

- Email (10 MB max)
- File Sharing / Cloud based service (Wetransfer, Hightail, Dropbox, etc.)

FILE PROOFING PROCESS

- Digital Proofs will be sent via email or Dropbox (depending on file size). Please note, online proofs are for content only and not for color correctness.
- For color critical work, a hard proof can be provided for a fee of \$50 per proof.