# CHOICE PRINT GUIDE

Our Print Guide is to help navigate you on how to properly format and save your images for the best highest quality for your projects. With each definition there is an example to show you the differences.

If you have any further questions, a Sales Representative would be happy to assist you.

## File Formats

**Photos/Artwork** – We accept any of the following formats: **.jpg**, **.eps**, **.tif**, and **.psd**.
**Text Documents** – We accept any of the following formats: **.doc**, **.docx** and **.pdf**.

### Note

When submitting your Photos and/or Artwork, please keep in mind it must be high resolution.

If you have a Text Document in another format other than the ones listed, we encourage you to create an editable .pdf file.

## Resolution

Resolution is measured in **DPI** – **D**ots **P**er **I**nch or **PPI** – **P**ixels **P**er **I**nch and can be described as the number of dots that fit into a one-inch space. Generally, the more dots per inch means a more detailed and crisp image.



**Image Printed at 300 dpi**

### Rules to go by

Optimum printing requires an image to be at LEAST **300dpi**.

For images that are not 300dpi – Increasing a low resolution (dpi) image to a higher dpi this creates a blurry and less detailed image.

### Note

Pulling images from the internet to use for your project isn't recommended unless they are HIGH Resolution, 300dpi.

Low resolution images should be replaced with a new photo or image entirely to guarantee that the resolution is 300 dpi or higher.



**Image Printed at 72 dpi**

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*Marketing*

## Color Mode

There are two predominant types of color modes. **RGB** – **R**ed **G**reen **B**lue is used for web production and **CMYK** – **C**yan **M**agenta **Y**ellow Blac**K** is used for print.

If you submit images that are in RGB or Pantone, they will be converted to CMYK during the design and print process.

### Rules to go by

For printing, always use CMYK for the best results.

Hard copy photos are recommended for any job that is color specific. Hard copy photos are the only way to ensure the accurate outcome that you are expecting.

### Note

Converting images from one color mode to another, such as RGB to CMYK may result in a color shift or complete loss of some of the colors.


**Printed Photo in CMYK Color Mode**


**Printed Photo in RGB Color Mode**

## Bleed, Final Trim and Live Area

**Bleed:** Artwork that extends beyond the edge of the sheet before it gets trimmed. The Yellow Outline represents the **Bleed** area.

**Final Trim:** The imaginary line around a printed piece that will be trimmed, during the final steps of production. The Blue Dotted Line represents the **Final Trim** in the example to the right.

**Live Area (Safe Zone):** The area inside the trim line where your text and graphics are safe from not being cut off. The White Dotted Line represents the **Live Area/Safe Zone**.

### Rules to go by

Always have a high resolution image/artwork that extends off the edge at least 1/8 inch.
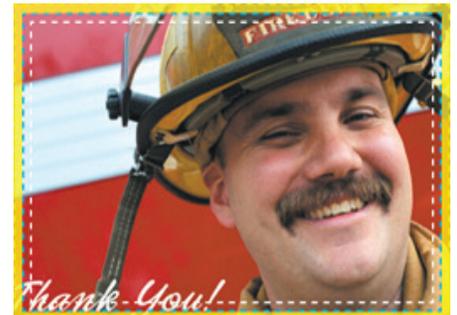
Never have text at the very edge of your artwork, no guarantee the text won't get cut off.

### Note

**Example:** 4in. x 6in. postcard with a full bleed should have an image size of 4.25in. x 6.25in. Your text should be at least 0.125in inside the Final Trim in order to guarantee it will not be trimmed from your artwork.


**Example of proper bleed set-up**


**Example of improper bleed set-up**

Choice Marketing, Inc.
p: 1.800.999.CHOICE (2464)
e: info@choicemarketing.net
w: choicemarketing.net