

## MBM Printing File Guidelines

For best printing results please follow our File Guidelines.

### File Format:

We accept the following file formats TIF, TIFF, JPG, EPS, and PDF.

### Resolution:

We recommend that all files have a minimum of 350 dpi (dot per inch) resolution. Images designed for the web are typically done at a low screen resolution of 72 dpi. Print images need to be created at 350 dpi or there will be a drop in the image quality.

### Color Mode:

All color artwork and/or images need to be provided in CMYK (cyan, magenta, yellow, black) color mode. All black & white artworks and/or images must be provided in grayscale color mode. Heavy black ink might cause smearing.

### Bleed:

What's a bleed?

It is the portion of the card that will be trimmed off when cut to the final size.

Why bleed?

The purpose of a bleed is to continue a color, image or design to the edge of the card.

Please build your digital files by adding 0.125" for all products.

We require ALL files to be built to the full bleed dimension specified for each trim size. We automatically trim 0.0625" off of each edge, which will result in the desired trim size. Simply add 0.125" to the overall dimension of your digital layout. Example: a 8.5"x11" flyer would have a bleed size of 8.625"x11.125".

### Crop Marks:

Please build your press-ready digital files by adding crop marks. Lines indicating where the paper should be cut to produce the correct size.

### Safe Zone:

All critical elements (text, images, logos, etc.) must be kept at least 0.125" inside the edge. Anything left close to edge may be cut off during trimming.

### Borders:

Please allow 1/16" cutting tolerance around your card. We recommend no borders due to shifting in the cutting process, borders may appear uneven.

### Fonts:

- a. Fonts must be embedded in PDF files.
- b. Fonts must be outlined or converted to paths or curves in EPS files.
- c. Some fonts have copyright restrictions and will not embed in PDF Files.