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## GRAPHIC SPECIFICATIONS

Simply put, prepare your designs in the graphic application of your choice and export as a **Press-Quality PDF.**

All images should be in **CMYK** and **all fonts converted to outlines/curves** if possible.

Vector-based design applications are recommended as they are not bound by resolution and will produce the best results.

### **Recommended design applications:**

Adobe Illustrator, CorelDRAW

If placing images or if choosing to design your files in Photoshop or a similar program that works with raster/bitmap/pixel images:

For small format printing (business cards, brochures, postcards, etc.) design at a resolution no less than 300 d.p.i.

For wide format printing (signs, posters, photo enlargements) design at a resolution no less than 72 d.p.i. but no greater than 150 d.p.i.

### **All files should be CMYK**

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It is recommended to download and use the provided design templates. Links are available to download in the product description areas and are provided in PDF format so they can be easily imported into your design application as a base layer.

The templates describe bleed areas, cut lines, and safe zones.

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