Digital Print Guidelines

Please see the guidelines below for art that will be printed on our HP 17000 digital printer. Failure to adhere to these guidelines may delay the production of your order or require us to return the art to you for modification.

Dieline: All dieline layers and inks should be specified as SPOT COLORS and titled with "cut" and "crease." SPOT COLORS will not print.
If a die line is built with CMYK it will print on your project.

File Format: Lawrence Paper accepts only PDF files. It is best to use a vector-based software application such as Adobe Illustrator or Adobe InDesign for building art files, and saving/exporting your native file in PDF format before uploading.

Placed Images: All images should be embedded into your artwork file PDF. Make sure placed images have the correct file extensions: ".tiff" or ".eps" at the end (e.g.,"Image.tiff" or "Image.eps"). Include only the page layout documents and the supporting files required for your project.

Color: Place graphics at 100%. Any graphics placed less than 100% takes longer to output and may require additional prepress time. Placed images and artwork should be in the CMYK color space, and any PMS colors should be converted to CMYK (NOTE: only about 30% of PMS colors convert well to CMYK). Pantone and spot colors are not supported.

Rich Black: If your art includes black, we recommend it's built as a rich black with 30 cyan (C), 30 magenta (M), 30 yellow (Y), and 100 black (K).

Resolution: Artwork and image resolution should be 300 dpi.

Type and Font Size: All type should be outlined in your final artwork file. Fonts below 10 point may not print legibly, especially if a font is thin (or features of a font are thin, like serifs or cross bars). When reversing type, use one weight heavier than the weight you intended to use. Avoid specifying small trademark and register mark symbols to print in reverse, as they may fill in when printed.

Bleed: Minimum of 1/4" on all edges and ½" into glue flap.

Barcodes: UPC-A type barcodes need to be at least 150% size (approx 2.2" wide) in order to scan properly. The height of the bars is not as much of a concern, but we recommend them to be at least .5" tall.

Placement: Margins, rule outlines, or copy that does not bleed needs to be no less than 1/4" away from dieline and scores.