

# SoHo Paper Digital & White Ink Printing

Once your order is placed, you will receive a confirmation email with a link to upload your files. Please review the artwork guidelines before uploading your files. Thank you!

## ARTWORK GUIDELINES

### Artwork format

- Please supply all artwork at the correct size, 1 design per page in a print ready PDF.
- Please make sure all text is converted to outlines. This will insure there'll be no changes to the fonts once printed.

### Image quality

- Ensure all images are saved as **CMYK**, not RGB.
- Please ensure your images are **300dpi** and are converted to CMYK.
- Save your photos as **TIFF** and your vectors as EPS files to ensure the best quality. If it looks pixilated on your screen, then it will print pixilated too.
- Images must not be blown up past 100%, otherwise pixilation will occur.

### Bleed

- Bleed is the section of artwork that goes beyond where the paper is cut.
- Allow 0.125" of bleed all around to ensure there is no white border at the edge of your artwork

### Borders

- Due to the movement that occurs during digital printing, printed borders are not really recommended. If your borders are very close to the edge it will look uneven as your eyes can easily reference any small shift. If you do require a solid border to be printed, please make the border no less than 0.4" in width and extend by 0.125" on each edge to include bleed.
- **We do not recommend a border for a 2- sided print job.**

### Variable Data

- Variable data are the elements within your artwork such as text (usually guest names for invites and addresses for envelopes) that may be changed from one printed piece to the next.

### Templates

- When using our templates to design your artwork, please send two PDF files, one with the template and one without.
- **PLEASE MAKE SURE THE TEMPLATE IS NOT VISIBLE ON YOUR FINISHED ARTWORK**

### White Ink

- All artwork needs to be setup in grayscale. Any text or graphic that is black will print in white.

### Solid Areas

- We do not recommend printing large areas of solid color.