

# Best Results with Color

We can design it for you!

Call us at 866.781.7874  
or place your order online.

## Example A Color difference



## Color Mode

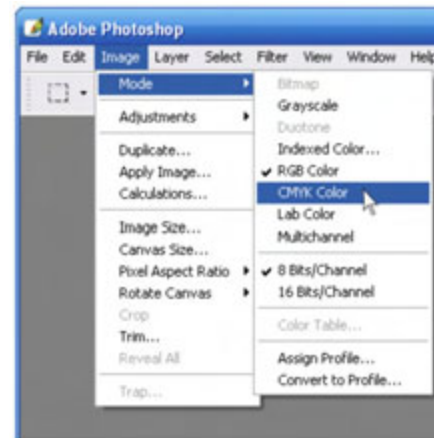
SEE EXAMPLE A, B

All full color artwork must be in CMYK (Cyan, Magenta, Yellow, Black) Color Mode. CMYK are the four colors used in the printing process. Start your artwork in CMYK, not RGB.

Starting your artwork in RGB and then switching to CMYK can make your colors look much brighter than they will print.

RGB is usually selected by default. Make sure to change to CMYK before you begin your design.

## Example B Choosing CMYK Color Mode in PS



## Solid Black

SEE EXAMPLE D

To accomplish a solid Black that does not seem like a very dark or murky gray or other dark color that is not completely black, in your color palette choose:

C = 30%

M = 30%

Y = 30%

K = 100%

For small fonts (under 10pt.) use 0% on C, M, Y

## Example C Images printed in RGB



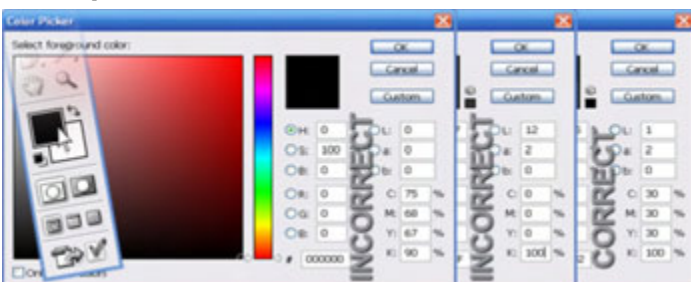
## Printing in RGB

SEE EXAMPLE C

RGB (Red, Green, Blue) are primary colors of light used by your computer monitor or television. RGB is not a printing process Color Mode and should be avoided.

If files are submitted in RGB erratic behavior such as, extreme color shifts, washed out colors or even black and white printing may occur.

## Example D Color Palette

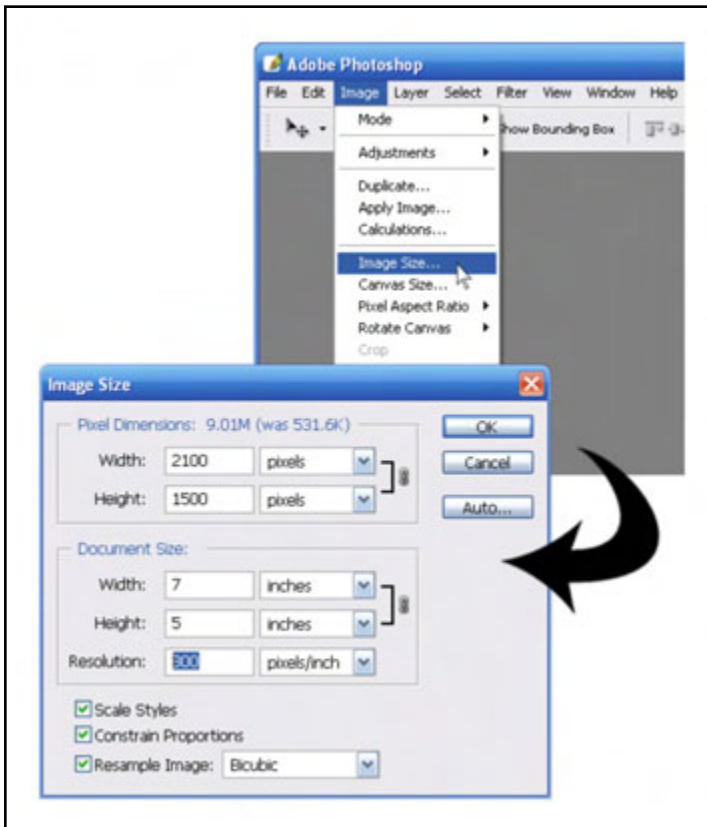


# Best Results with Resolution

We can design it for you!

Call us at 866.781.7874  
or place your order online.

## Example E Entering the correct resolution



## DPI (Dots Per Inch)

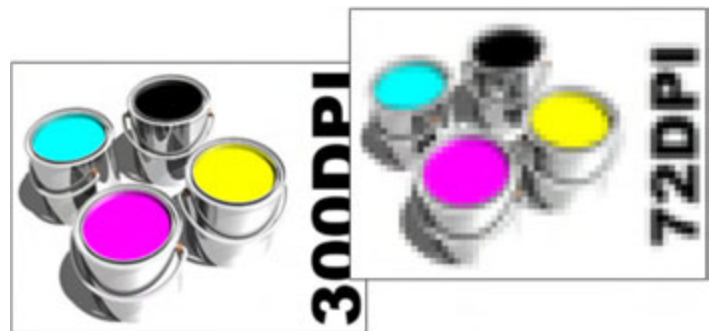
SEE EXAMPLE E

Minimum resolution or DPI is 300. 72dpi or anything below 300dpi is not acceptable for printing.

When starting your design make sure your resolution is set to 300dpi. Starting a file at 72dpi and changing it to 300dpi after you are done will cause pixelation, distortion and blurring of your images, photos and text.

Printing in a resolution lower than 300dpi will cause mild to extreme levels of pixelation, distortion and blurring of your images, photos and text.

## Example F 300dpi vs 72dpi



# Best Results with Bleed and Trim

## Trim (Cut Safe Margin)

SEE EXAMPLE G

The cut safe margin is a set of imaginary lines within your artwork. A safe margin is usually 1/8" (0.125") to 1/4" (0.25") of an inch from the outer edge of your artwork. Your background image should reach the outer edge of your artwork, however, any text, logos, images or photos that you do not want to risk being trimmed off of your piece should stay within the cut safe margins.

## Bleed

SEE EXAMPLE G

Bleed is used for trimming cut-sensitive jobs like business cards, brochures and CD Inserts. For example, a business card's final size once cut should be 3.5"x2". The size before printing should be 1/8" (0.125") larger making your file size (3.625"x2.125"). During the cutting process it is trimmed down to its final size. Bleed is not necessary on postcards, flyers and other flats unless specified. These files should be submitted at their final size with the proper trimming margins as specified above.

*If you feel unsure about a design, please use our templates online at [www.needpostcards.com](http://www.needpostcards.com)*

## Example G Image and text positioning for cutting

