



## SIGMA File Guidelines

To avoid common file issues follow the follow guidelines.

### File Format:

We prefer that you send .PDF with embedded or outlined fonts. You may also send files in the following file formats TIF, TIFF, JPG, EPS.

### Resolution:

Files need to be created at a minimum of 300 dpi to avoid a drop in the image quality. Images designed for the web are typically done at a low screen resolution of 72 dpi.

### Transparency:

To prevent transparency issues, never use shadows, glows, or any other transparency (image or otherwise) on top of a spot color. Always convert your spot color to CMYK and flatten before sending.

### Overprint Fill:

Do not use **Overprint Fill** in your file.

### Color Mode:

You should always start and finish your designs in CMYK color mode. All black & white artworks and/or images must be provided in grayscale color mode. Heavy black ink may cause smearing.

---

## GUIDELINES for PAPER PRINTING ONLY

### Bleed: (not required for signs)

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 product.

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: (not required for signs)

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