MIRR R
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ARTWORK GUIDELINES

HOW TO SUPPLY ARTWORK:
• Please supply your job on CD, or ask your Rainbo account representative for our ftp information.
• Use our art templates, at www.mirrorims.com , fill out the Computer Artwork Form and provide print-outs of each document.
• Keep in mind that home color printers and computer monitors show misleading and inaccurate color. For best color accuracy, use
    Pantone Process and Spot swatch books to determine the proper color vallues.
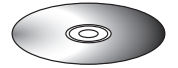
FORMATS ACCEPTED:
Supply the art in one of the following three ways:
1. Quark XPress (up to version 6.5), using our templates from the web. Please include all fonts and imported graphics used.
2. Adobe Illustrator or Adobe InDesign (up to CS2), using our eps templates from the web. Please embed all graphics and outline all
fonts, and supply the files as EPS files.
3. Photoshop (up to CS2) as a TIF (or EPS) file. You can import our eps templates into Photoshop: Open the file from Photoshop,
rasterize it at 300 dpi, and flatten layers. When constructing the layout, make sure any new art is on other layers above the template layer.
Do not flatten dielines into the artwork.

PLEASE DO NOT SEND PDF FILES. We use pdf's in our internal workflow, but they are too tricky to accept from outside sources.

GENERAL TIPS:
Many jobs we receive have technical problems, and we charge $80/hr. for fixing them. Here are the main rules to follow to avoid these charges:
 • Lay out all documents according to Rainbo's Templates, available at www.rainborecords.com.
 • Use CMYK or GRAYSCALE mode (not RGB) for all images and color spaces.
 • Make sure all documents contain bleed, where appropriate. (When a background image should extend to the trim line, extend it 1/8" beyond
the trim line).
 • Keep all type and logos are at least 1/8" from any trim line.
 • Supply all images and fonts needed to output the job. (Provide both screen & printer font parts for Postscript fonts.)

CD LABEL TIPS:
• When supplying art in Photoshop, please do not "knock out" the center hole (instead place a crosshairs in the middle of the label).
• If supplying spot art in Photoshop, use spot channels or duotone mode. A CMYK Photoshop file is four-color, even though it may
only appear to have 2 colors in the design.

ILLUSTRATOR TIPS:
• Use CMYK color space only. Also, don't correct the color space of imported RGB images in Illustrator. This has proven to be unreliable.
• Flatten all transparent objects and groups before supplying files. (note: flattening automatically converts spot colors to CMYK). In some cases,
automatic flattening produces unexpected results in the image quality and/or text..
• Make sure all colors used are Process CMYK colors, not Pantone or spot colors (unless you're specifying PMS colors in your design)..

PHOTOSHOP TIPS:
• All images should begin as high resolution files (300 dpi for CMYK or Grayscale, 600 dpi or higher for Bitmap Mode).
• Provide all images in CMYK mode, not RGB.
• Type that has been set in Photoshop may not print with clean, sharp edges. While this may be acceptable for titles, logos and larger type, it can
make smaller type unreadable (below 7 pt.). For sharp type, use a vector-based program such as Quark, Illustrator, or InDesign.
• Save line art in bitmapped mode, not grayscale, or it will not print crisply.

QUARK TIPS:
• Do not use the "bold," "italic," "shadow" or other kinds of type modifications. These will often not translate. Instead, use only the versions
contained within the font itself. (i.e. for a bold version of the font "Arial," typeset the text with the font called "Arial Bold" not "Arial" with the
bold tab clicked on).
• The background color of all greyscale and color tifs in Quark should be either white or 0% black-not "none."
• Make sure all colors used are Process CMYK colors, not Pantone or spot colors (unless you're specifying PMS colors in your design).

OTHER TIPS:
• Be sure to keep a copy of all your files, since we will not be responsible for keeping or storing any files which we did not create.
• For folding CD booklets of 6 panels or more, please provide a folding mock-up, or "dummy," showing how you intend it to be fold ed.

ART QUESTIONS? e-mail: info@mirrorims.com