



# SHARPE CO.

Use these guidelines to set up your files for the **BEST POSSIBLE PRODUCTION RESULTS** with Direct Print:

Setting your files up as suggested will ensure that we can produce high quality graphics in a timely manner.

## Direct Print Production

- Convert all fonts to outlines.
- For rich black, build the color: 100%K, 20%C, 20%M, 20%Y
- Supply CMYK files.
- Add 1/4" bleed to all sides (see image below). Bleed refers to background image.
- Build page layout to file size. (Don't put a 2" x 3.5" design on a 5" x 8" background.)
- Make sure that all linked files are included.
- The native resolution of each image should be 100-150dpi at actual size.
- Build all PMS color elements as Vector graphics and designate PMS colors as spot colors.
- Keep all content at least 1/2" inside the trim line.

### Upload Files

<https://sharpeco.net/upload-files/>

Select Winston Salem as the store location.  
Be sure to include your Sharpe Co. contact's name in the instructions.

*OR send a CD/DVD to*

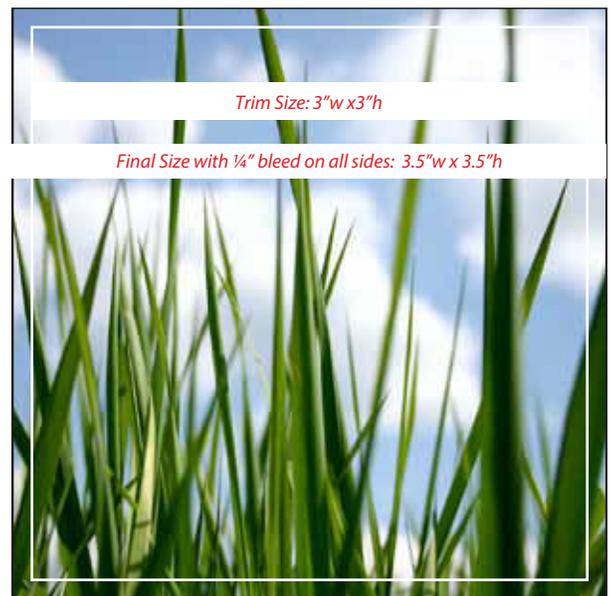
Sharpe Co.  
230 Charlois Blvd  
Winston-Salem, NC 27103

### Preferred File Formats

We accept all native files in Creative Cloud.  
If you work in other programs, please save your files as high resolution PDF or TIF files.

**ADDITIONAL NOTE:** Your Sharpe Co. contact does not have design software on their computer. Providing them with a PDF file of your design(s) helps them provide additional quality control.

### Bleed



Files that are not set up print-ready are subject to a \$50 file preparation fee and a delay in production schedule.  
Call us with any questions at 800-688-0629.



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## Digital Press Production

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- For rich black, build the color: 100%K, 60%C, 50%M, 50%Y
- Supply CMYK files.
- Build page layout to file size. (Don't put a 2" x 3.5" design on a 5" x 8" background.)
- Make sure that all linked files are included.
- The native resolution of each image should be 150-300dpi at actual size.
- Add 1/16" bleed to all sides (see image below). Bleed refers to background image.
- Provide printer spreads (not reader spreads) when booklet making is required.

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## Inkjet Production

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- For rich black, build the color: 100%K, 20%C, 20%M, 20%Y
- Supply CMYK files.
- Add 1/4" bleed to all sides (see image below). Bleed refers to background image.
- Build page layout to file size. (Don't put a 2" x 3.5" design on a 5" x 8" background.)
- Make sure that all linked files are included.
- The native resolution of each image should be 100-150dpi at actual size.
- All tiled images should be sent to us as 1 piece. We will tile them in production.
- Keep all content at least 1/2" inside the trim line.

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230 Charlois Blvd  
Winston-Salem, NC 27103

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## Specialty Cutting (Router or Vinyl)

- Outline fonts, understanding that lines will be cut so be aware when outlining.
- Make sure that outline has a minimum of 1/4" bleed around cut areas.
- Supply CMYK files.
- For rich black, build the color: 100%K, 20%C, 20%M, 20%Y
- Keep all content 1/2" inside the trim line.

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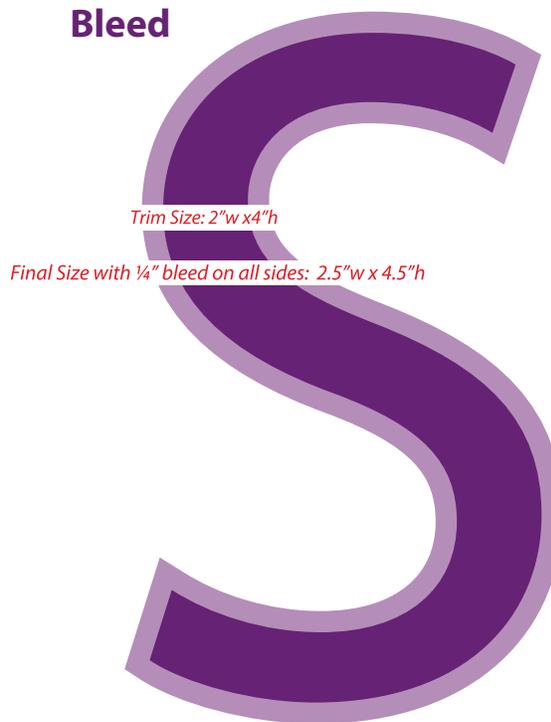
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