



The Painted Tongue Press

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Digital Design Guidelines

Layout Programs: Please lay out in one of the following: Illustrator or InDesign CS or lower, Quark 5 or lower. If you are not experienced on one of these three programs, please plan for the studio to create your designs.

Text: All type must be vector based. The studio operates on a Mac platform. Fonts should either be Mac compatible, or in outline form.

Raster Based Image Files: Scan line drawings at 1200 dpi and save as bitmap files. Grayscale images should be scaled at 300-360 dpi. We will output with a 120 lpi screen. Some grayscale images may not be well-suited for letterpress. Please check with the studio.

Vector Based Graphics: Minimum stroke width is .25 points.

Margins and Bleeds: If you provide a half inch margin on all sides, your project will work on any press without special handling. Most items are printed one up, and unless we're informed in advance, estimates are set up without the extra paper and trimming needed to allow for bleeds. Two to three edges will be available for bleed without extra paper or trimming, depending on which press is optimal for the job, the dimensions of the paper, and the orientation of the text. If your design does not provide a half inch on all margins, please check with the studio to see if you need your estimate revised to allow for extra paper and trimming. Standard sized business cards are an exception and can always be designed with bleeds and tight edges.

Delivering Files: Send files less than 10 MB via email to painteds_tongue@earthlink.net. If that mailbox fills, send to painteds_tongue@yahoo.com. Files can also be mailed or delivered to the studio on CD or Zip drives. It is recommended that you use Illustrator or InDesign to create outlines from text and embed files. Quark users who also have Illustrator can export as an eps file from Quark, open in Illustrator, Select All, and choose Create Outlines from the type menu.