# RAINBO RECORDS MANUFACTURING CORPORATION

**SINCE 1939**

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# ARTWORK GUIDELINES

To supply your own artwork, first download our templates from www.rainborecords.com and create the art in one of the below formats. We will supply an emailed or printed proof to you for your approval.

## FORMATS ACCEPTED:
Please supply your art in one of the following four formats (listed in order of our preference):

**1. Quark XPress** (up to the latest version). Please "collect for output" in Quark, which automatically collects all fonts and graphics used.

**2. Adobe InDesign** (up to the latest version). You may outline the fonts and export each page as an EPS file or send us the collected native files (choose "package" in the file menu which automatically collects all fonts and imported graphics used.)

**3. Adobe Illustrator** (up to the latest version). Please embed all graphics and outline all fonts, and export as EPS files.
• Use CMYK color space only. Also, don't correct the color space of imported RGB images in Illustrator. This has proven to be unreliable in some versions of Illustrator--instead, change the files in Photoshop.
• 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.

**4. Adobe Photoshop** (up to the latest version) 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 your new art is on layers above the template layer. Do not flatten dielines into the artwork.
• 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 or grayscale 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 (at 600 dpi or higher), not grayscale, or it will not print crisply.

**We prefer not to get PDF FILES** because we need to make the final print pdf ourselves and we can't edit them if something is wrong. If you need to supply a pdf, make sure it you've used our template, all of the images at 300 dpi, and the fonts are outlined..

## HOW TO SUPPLY YOUR JOB:
You can request our ftp information, use a 3rd party ftp like www.wetransfer.com, or supply your job on CD or flash. You can also e-mail art to your account representative if you compress your files into a single zip file, and if the total file size is smaller than 10 MB.

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## COMMON MISTAKES:
Many jobs we receive have technical problems, and we charge $80/hr. (1/4 hr. minimum) for fixing them. Here are the main rules to follow to avoid these charges:

• **Use our art templates.** Template sizes vary depending on the manufacturer, so using other templates may incur additional charges.
• **Use CMYK or GRAYSCALE mode** (not RGB) for all image modes, objects and color spaces. Make sure colors aren't specified as spot colors unless you intend them to be Pantone inks.
• **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. This is called the "safety" area.
• **Make sure all colors used are Process CMYK colors**, not Pantone or spot colors (unless you're specifying PMS colors in your design).
• **Supply all images and fonts** needed to output the job. (Provide both screen & printer font parts for Postscript fonts.) Please compress fonts into .zip or .sit files before emailing or ftp-ing them, or they may become corrupted. In Illustrator or InDesign, you can outline all fonts to eliminate the need for including them.
• 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 values.

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## CD LABEL TIPS:
• When supplying art in Photoshop, please provide bleed at the inside and outside edges.
• 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.

## 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.