

KEYLINE INSTRUCTIONS

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KEYLINES have been prepared to aide you in the exact placement of your art design. All the keylines are the color named "Rule-up" and are set to overprint, which means it can be removed in the final production stages and will not print. The black lines outside the print are necessary cut and fold marks for production. These lines should not be removed or colors changed.

If you have a new custom design and have requested a prototype, we have a corresponding keyline for that design.

USE THE KEYLINE PROVIDED TO YOU WHEN YOU SUBMITTED YOUR QUOTE OR PURCHASE ORDER. Keep the keyline grouped and on its own layer. Add your art to a separate layer in Adobe®Illustrator; OR "place" it ("get picture" in other programs such as Quark) on it's own layer to build your art. Do not alter this keyline. You may safely leave this keyline in your native file. If no alterations have been made the keyline will not print in the finished product.

HELPFUL HINTS:

QUARK®:

If the keyline is not transparent:

- 1) Select the keyline
- 2) Go to "ITEM" then "RUNAROUND"
- 3) In the "TYPE" pull down menu choose "NONE"

Always use the correct font. Instead of adding stroke to a thin tpestyle to achieve a bolder effect, use the Bold version of the font. Or instead of using the Italic button in the stylize pallet, use the actual Italic font.

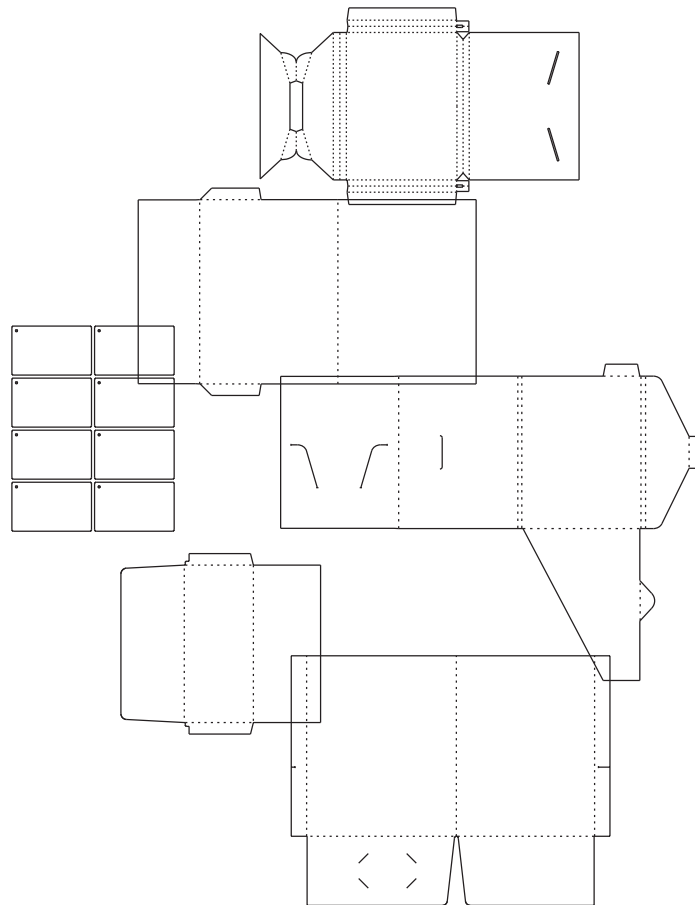
INDESIGN®:

If your keyline is not transparent in InDesign:
Go to "VIEW" and select "OVERPRINT PREVIEW"

PDF's:

If you plan to send a PDF make sure you have printed separations or "preview seperations" to confirm desired results.

Zoom in close enough to make sure all artwork is placed correctly in relation to cuts/scores. Add 1/8 inch bleed beyond cuts. As a further check you may want to print a laser (full size or miniature) and cut/fold it to ensure that you are pleased with the results.



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