



Visual Reference Guide

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Sample Check Off List

Design Program: _____	File Type Submitted: _____	Notes:
Consistant Page Size:	YES NO	
Sufficient Bleed (0.25"):	YES NO	
Sufficient Margin (0.30"):	YES NO	
Embedded/Included Fonts:	YES NO	
No Four-Color Type:	YES NO	
CMYK / Grayscale Images:	YES NO	
300 dpi Minimum Image Resolution:	YES NO	
Black Overprints:	YES NO	
Traps Are Correct:	YES NO	
Spot Colors:	YES NO	

TRAPPING*

Overprinted Black Type



TRAPPING

Knocked Out Black Type



TRAPPING

Partial Overprinted Black Box with Knocked Out Type



Trapping

Overprinted Black Box with Knocked Out Type



Trapping

Knocked Out Black Box with Knocked Out Type

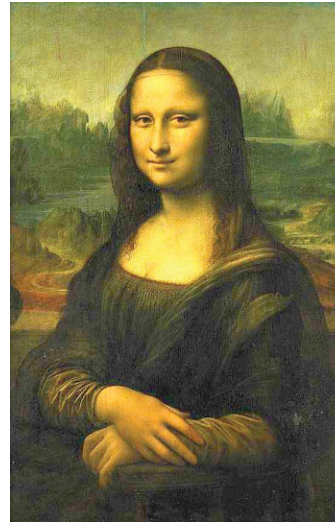


Trapping

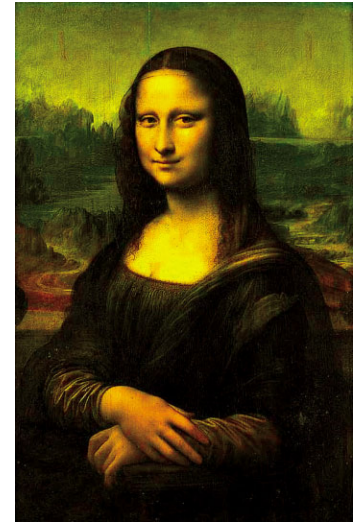
071018-0913-SD

DOT GAIN*

There is an approximate 30% dot gain on uncoated open web presses.

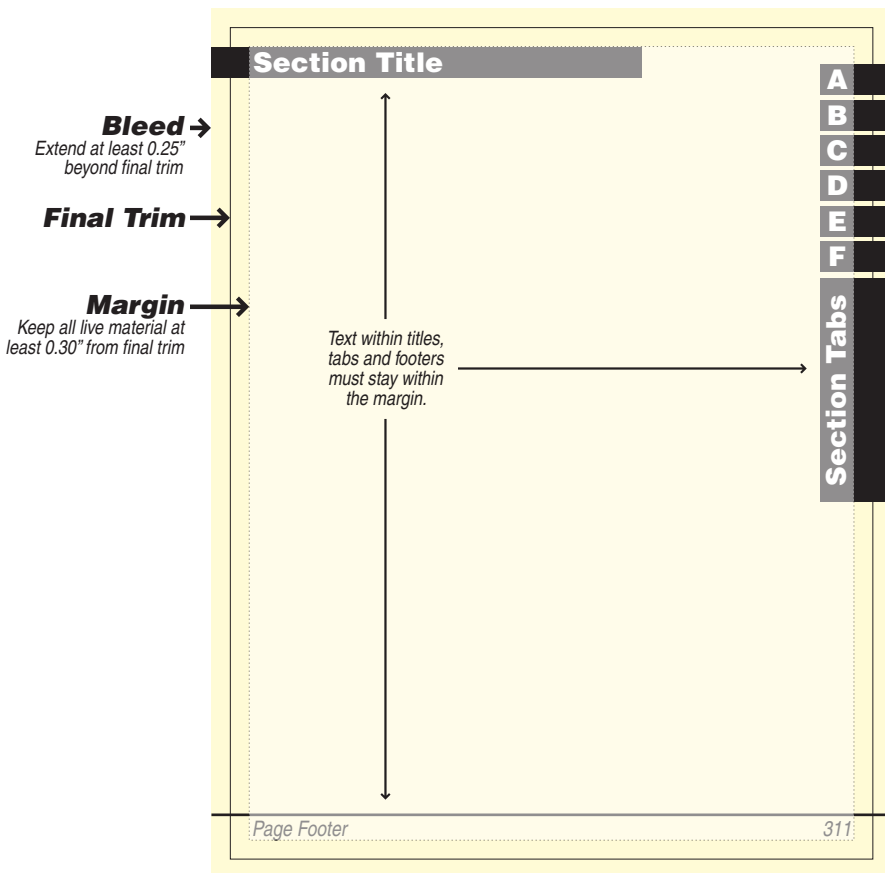


Screen



Press

TRIM & BLEED



FOUR-COLOR TYPE*

Black Type (100% K)

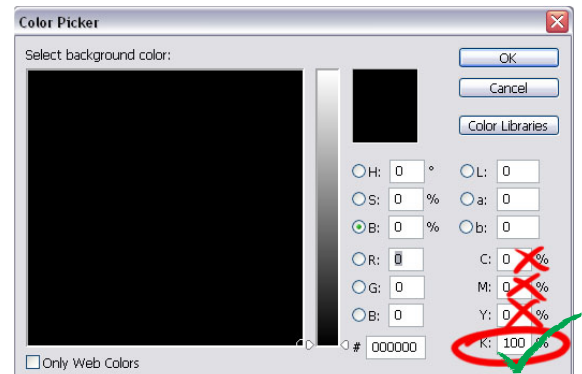


"The quick brown fox jumps over the lazy dog" is a 35-letter pangram (a phrase that uses all the letters of the alphabet) that has been used to test typewriters and computer keyboards because it is nicely coherent and short.

Four-Color Type (100% C,Y,M,K)



"The quick brown fox jumps over the lazy dog" is a 35-letter pangram (a phrase that uses all the letters of the alphabet) that has been used to test typewriters and computer keyboards because it is nicely coherent and short.



* Simulated Images