

DESIGN SPECIFICATIONS

Planning

- type of publication (brochure/poster/etc.)
- size
- # of pages/folds
- color (full or black & white)
- quantity

Preferred software/file formats

- software: Acrobat, Illustrator, PhotoShop, QuarkXpress
- file formats: .ai, .eps, .jpg (300 dpi), .pdf (300 dpi), .qxd, .tiff (300 dpi)
- Convert text that is included in a logo to outline graphics.
- Confirm that document size and setup are the correct dimensions.
- Confirm all text, rules and graphics are within the print area.
- Delete all extraneous and unprintable information from the digital document and the pasteboard. Do not cover up these items.
- Confirm that all colors are prepared for CYMK separations and unused colors are removed from the color palette.
- Include all files on CD-R. Verify that the correct versions of all files required for the job (linked graphics files, borders and rules) have been included on the supplied media.
 - Illustrator: Please provide a copy of the document with all text outlined.
 - QuarkXpress: Please "Collect for Output," including all pictures and fonts.
- Four-color images must be in CMYK form. No RGB, lab or indexed color accepted.
- Black & white images should be in grayscale form.
- Embed all fonts.
- Make sure all knockouts and overprints are properly set.
- Please proof and confirm all information prior to submission.

Color/Resolution

- MSU Blue: Pantone Solid Coated 286
- MSU Gold: Pantone Solid Coated 116
- All documents/pictures should be CMYK separated, not RGB.
- All pictures, documents should be at least 300 dpi. No Web resolution (72-180 dpi) accepted. Though images may appear high quality on screen, low resolution images will print distorted and pixilated.

Material Submission

- Include all documents, linked files (pictures), fonts, etc. on CD-R
- Mail/deliver to:
Toni Hobbs or Julie Roberts
University Marketing
AY 17

Questions?

Contact Toni Hobbs (783.2225; t.hobbs@moreheadstate.edu) or Julie Roberts (783.2524; j.roberts@moreheadstate.edu).