

Designing for Letterpress

We're happy to answer any questions you may have about your design's suitability for letterpress. Some things to keep in mind when designing.

LINES: Lines should be 0.25 point (or .003") or thicker — please. No hairlines.

FONTS: Letterpress excels at printing type and handles most fonts quite well. It's recommended using type no smaller than 6 point.

REVERSE IMAGES: Fine lines may print but will result in little relief in the printed piece. We recommend a line weight at least 0.25 point, and avoid fonts with very fine lines.

NUMBER OF INKS: Letterpress printing traditionally uses 1 or 2 spot colors; 3 or 4 spot colors make for an extravagant/high end production.

SCREENS: Letterpress excels at printing colors at 100%. If you would like to incorporate a lighter color, we recommend using a second lighter ink color instead of a screen. Screens are more suited for offset printing.

LARGE SOLIDS COLOR: Letterpress printed solids look different from offset printed solids. The paper tends to show through large solids.

SOLIDS AND FINE LINE: Large solids and fine lines in close proximity may require additional passes for best results.

File Prep Instructions

Preferred File: an EPS file with type outlines, plus a press-ready PDF (including crop marks) to use as a proof.

Next File Format Accepted: a press-ready PDF with fonts embedded, plus a faxed or overnighted hard copy for proofing purposes.

Colors: Use Pantone uncoated solid spot colors ONLY. Don't use process, RGB, CMYK, LAB, or Indexed color. The colors within your file should correspond to the ink colors we'll use when printing. For example, if we are printing in one color, make sure only ONE spot color is used throughout your files.

Graphics: Vector images (from Illustrator) are PERFECT for letterpress printing. For raster images (from Photoshop), avoid the grayscale color mode for your images. Use a 1200 dpi bitmap instead.

Trim: Please show the final trim size either by using a 1 point 100% black border or by setting the document size to the trim size.

Bleeds: If you are using them, please extend your artwork at least 1/4" past the trim.