



TITO Ticket Design Guidelines

Step-by-step process for creating your custom TITO Tickets

Design Software

To ensure high quality and on-time delivery please download the appropriate TITO Ticket design file from GraphicControls.com/Design. Our Ticket Team can accept both MAC and PC file formats. Please include all supporting files and fonts.

Acceptable formats are:

- Adobe Illustrator (preferred)
- Adobe Photoshop
- Adobe Indesign

Compression & Archive Submission

All files must be Uploaded in a compressed format. This archive preserves the files during the transportation to our server.

Upload only:

- .ZIP • .SITX • .GZIP
- .RAR • .PDF

File Transfer

Continuous tone images that contain screens need to be no smaller than 300 DPI.

- All photographs need to be converted to CMYK
- RGB files are NOT accepted
- All files placed in applications need to be at 100%, scaling an image will reduce quality. Bitmap files can be saved in the following formats:
 - EPS
 - TIF
 - JPEG: Saved at the highest quality setting (12)
 - PDF: Only vector based PDF files can be accepted

Files NOT Accepted

Please do not send files using applications such as Microsoft Word, Works, Word Perfect, Excel, Publisher and Powerpoint will NOT be accepted.

Fonts

Please include ALL fonts with your digital files OR use a vector based application and convert fonts to paths/outlines.

- DO NOT use fonts smaller than 5 point
- If you use a font between 5 and 7 points for a reverse out, please make it BOLD

Screening

The minimum highlight dot in continuous tone images cannot be lower than 2%. Any screens less than 2% will not reproduce, leaving a hard edge and an undesirable look.

Recommendations

- Design each ticket in a separate file using the TITO Ticket Design Templates found at GraphicControls.com/Design
- Reduce the number of supporting images or fonts
- Use the correct font without adding styles

Not Recommended

- Embedding placed images in files
- Using web graphics in designs
- Using type smaller than 5 point
- Flattening artwork files

Pre-flight

All digital files submitted to Graphic Controls are pre-flight and compared to any hard copy proofs/samples supplied with your artwork. Files are checked for adherence to specification, design templates, size, colors, and separations for accuracy.

Please send hard-copy proofs for physical color match to:

Graphic Controls
C/O Ticket Team Pre-Press Department
400 Exchange Street
Buffalo, NY 14204

Proofs

All customers will receive a high-resolution electronic PDF proof for review and acceptance. PDF proofs are not accurate for color. Proof turnaround time is approximately 48 hours from confirmation of complete file upload.

Additional Applicable Charges

Extra Proof Charges

\$35 each: Hard copy, one-up, digital color proof

Final ticket products may show variation in color due to the use of approved thermal substrates and production processes.

\$127 each: Matchprint, Chroma or Iris color match proofs

Extra Design Charges

\$82 per hour: Additional pre-press time.

All necessary work outside of set-up and proofing process will be communicated and agreed upon by both parties at the above standard rate. Our customers always retain the right to re-submit any artwork requiring revisions at their own design expense.

\$193 per hour: Expert Graphic design time.

Should you need assistance designing your entire ticket product within your corporate brand standards, look no further than our progressive and cutting edge pre-press Graphic Design Team.

Production Test Case Charges

\$170 per case: Includes artwork & plate fees. All standard pack sizes are available for test cases.

