

# FILE SUGGESTIONS

- » Use vector-based artwork wherever possible.
- » Acceptable file formats: \*.pdf \*.ai \*.eps \*.tif  
(simply changing the file extension to one of these is not acceptable)
- » Assign Pantone (PMS) colors where color matching is important.
- » RGB color profile is 75% the size of CMYK (use for large raster graphics).
- » Design artwork AT-SIZE (the exception: if graphics are larger than 200 inches wide or tall).
- » If a raster graphic is to be supplied, design it at-size & at 150ppi.
- » Do not use web graphics for print material.

# FILE REQUIREMENTS

## **For vector-only artwork:**

- » Acceptable file formats: \*.pdf \*.ai \*.eps
- » Do NOT send PHOTOSHOP \*.psd files.
- » Flatten transparency.
- » Make sure all paths are closed.
- » Outline all fonts (or if on PC, supply fonts in addition to file).
- » If Adobe CS3 or CS4 software is used to create your artwork, notify us of this fact as there are a few special considerations we will need to take care of.

## **For raster-only artwork:**

- » Acceptable file formats: *optimized* \*.pdf and \*.tif
- » Do NOT send PHOTOSHOP \*.psd files.
- » Do NOT supply files larger than 100mb, as this is wasted information, and only serves to slow down our workflow.
- » Resolution BICUBIC DOWNSAMPLE to 150ppi at medium to high Jpeg compression.
- » Do NOT upsample artwork more than 10%.
- » If Adobe CS3 or CS4 software is used to create your artwork, notify us of this fact as there are a few special considerations we will need to take care of.

## **For hybrid (vector & raster) artwork:**

- » Acceptable file formats: *optimized* \*.pdf (call for a walktrough on this advanced technique)
- » Do NOT send PHOTOSHOP \*.psd files.
- » Flatten transparency.
- » Do NOT supply files larger than 100mb, as this is wasted information, and only serves to slow down our workflow. If file is smaller than 10mb, \*.eps format is ok.
- » Resolution BICUBIC DOWNSAMPLE to 150ppi at medium to high Jpeg compression.
- » Outline all fonts.
- » If Adobe CS3 or CS4 software is used to create your artwork, notify us of this fact as there are a few special considerations we will need to take care of.