



ACCEPTED FILE TYPES:

Adobe Creative Suite CC and earlier: Photoshop, Illustrator, and packaged InDesign native files.

High Resolution: PDF's, TIFF's, EPS's and JPEG's.

Along with your file submission, please provide a low resolution pdf or jpeg proof of the art with specs and any PMS colors used.

This will allow the sales rep to view your art and help ensure that the job will be entered into the workorder system properly and processed correctly.

We do not accept Microsoft Publisher, Microsoft Word, Microsoft Excel, Microsoft Power Point, Corel Draw, or Quark Express files.

GRAPHIC SETUP GUIDELINES: *Follow the guidelines below without exceeding a maximum file size of 300 MB.*

SCALE: If possible, build files at full size in inches.

If using a scale is necessary, please build your file at 1/10th scale. For example if your final output is 14 x 48 feet (168 x 576 inches), build your file at 16.8 x 57.6 inches.

VECTOR FILES: *Please package all files whenever possible.*

FONT: Convert all fonts to outlines. If the application you are using does not allow this, please include all fonts used in the layout.

LINKS: Please embed or provide all support files used.

RASTER FILES: As a general rule, please build raster files at 70 - 200 dpi at full size. When using 1/10th scale build at 700 - 2000 dpi.

Full Size Examples: 2ft x 4ft (24in x 48in) = 200 dpi. 4ft x 8ft (48in x 96in) = 100 dpi

1/10 Scale Examples: 6ft x 12ft (7.2in x 14.4in) = 700 dpi. 14ft x 48ft (16.8in x 57.6in) = 200 dpi

The smaller the final size, the higher the dpi.

COLOR:

CMYK: All files must be submitted in 4 color process, with the exception of Lambda and Canon prints.

RGB: Only used for **Lambda** and **Canon** output.

BLACKS: Always build your blacks at 50/50/50/100 for CMYK and 0/0/0 for RGB. This will help ensure a rich black print.

PROFILES: Make sure to embed your profiles when saving your files.

If there is no embedded profile, use US Web Coated (SWOP) v2 for CMYK and Adobe RGB 1998 for RGB files.

COLOR MATCHING:

PMS: We use **Pantone Color Bridge Coated Plus Series** as our color matching standard.



Build files using PMS percentages not 4 color process values. *When using PMS colors, please specify them in writing.*

MATCHPRINT PROOFS: **For all color critical projects, you must provide a high quality matchprint.**

Colors may vary slightly due to the wide range of inks and processes used.

BLEED AND FINISHINGS:

Make certain that text, logos, and other important elements are at least 2 inches inside of the live area for hems. For pockets, keep elements away from the live area according to the size of the pocket. This will be your safe area and ensures that these important elements will not be sewn through or cut off.

GRAND FORMAT: **For full pocket and wrap bleed on billboards, add 12 inches outside of the live area** (the first 4 inches being critical).

For fabric materials please add 1/2 inch of bleed.

Indicate the live area with guides or crop marks on a separate layer.

LARGE FORMAT: **For decals and I-cut products, add 1/4 in of bleed.** Indicate the cutpath with guides or a die line on a separate layer.

For wall murals add 2 inches of bleed. Indicate the live area with guides or crop marks on a separate layer.

For vehicle wraps add 3 inches of bleed. Indicate the live area with guides, crop marks or a template on a separate layer.

Do not cut off art files to the shape of the template.