

Basic Art Guidelines

File Formats (Preferred)

Adobe Photoshop, Illustrator and InDesign

Display Graphic File Set Up:

- All artwork should be to scale. 25%, 50% or 100% with all images scaled accordingly. (ex. if layout is created at 25%, linked images must be supplied at 400ppi/layout size.)
- Placed images must be linked as opposed to embedded and supplied in a separate folder.
- Input resolution on bitmap files at 100ppi/final size – minimum (200ppi – maximum)
- Color modes depend on the process. CMYK for Inkjet printing & Dye Sublimation, RGB for Lambda Duraprint/Duratrans.
- Bleeds & cropmarks must be indicated. Will vary by product.
- Text should be converted to curves/outlines but also included in the event that changes need to be made or any conversions missed.
- Illustrator Special Effects that mimic Photoshop effects, such as glows, transparencies or drop shadows, are not supported by some printing methods. It's best to build the effects in Photoshop to insure proper output.
- Files created for vinyl output must be supplied as vector art.
- Indicate any color matches by specifying a Pantone "Solid Coated" color in the file as well as marked on supplied proofs.
- Please supply two sets of hard color proofs when possible, PDF proof when not.

Accepted Storage Media: CD/DVD/Portable Drive(USB).

FTP Uploading:

We also offer the option of uploading to FTP but we ask that any jobs larger than 200MB be supplied on disc. Please contact your account representative to retrieve the FTP login info.



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