



## Art Specification Guide

### **PREFERRED ARTWORK SPECIFICATIONS:**

- **PLEASE SEND DIGITAL FILES WHENEVER POSSIBLE** - Include a color printout or a .jpg composite for reference.
- Adobe Illustrator (CS3 or lower) and CorelDraw! (X4 or lower) (vector artwork) preferred.
- All fonts must be converted to paths (outlines/curves). **DO NOT SEND FONTS.** Non-converted fonts will be substituted whenever possible or there will be a delay in your order being processed while we wait for new files.
- All spot colors must be named with **Pantone Solid** color for the closest color matching. **We do not guarantee exact color matching, especially if this palette is not chosen.**
- All placed (Imported) Images should either be embedded or included separately.
- If multiple images of same file are required, set up as one image, we will layout the best format at no charge.
- **NO printer marks or crop marks or trim lines** are required and will jeopardize the size of your image if embedded or created in file.
- Multi-page PDF files are accepted for all orders excluding double sided banners.

### **ACCEPTABLE FILE FORMATS:**

- Adobe Illustrator (CS3 or lower)
- Adobe Photoshop (CS3 or lower)
- CorelDRAW! (X4 or lower)
- PDF
- EPS
- TIFF

### **NOT ACCEPTABLE FILE FORMATS**

- Microsoft PowerPoint
- Microsoft Word
- Microsoft Publisher
- Quark Express
- Adobe PageMaker
- Freehand

### **METHODS OF DIGITAL FILE SUBMISSION:**

- Email or FTP site
- CD-R/RW
- ZIP 100

### **FONTS:**

- **Fonts must be converted prior to artwork submission.** Failure to do so may result in fonts dropping, a delay in product production or our company choosing our closest font.

### **BLEEDS:**

- **Please do NOT place bleeds on any artwork** unless you are printing a double sided banner. Please add 1" bleed for double sided banners.

**RGB file formatting:** Process images should be created or converted to RGB. Color shifts will occur if CMYK file is submitted. We cannot guarantee color matching.

**RESOLUTION:** The file should be no lower than 300 dpi at full size. Make sure your dpi is set at time of file creation as you cannot increase the dpi of a file once it has been set lower.

If you cannot provide artwork set up to meet these specifications, we'd be happy to set up art for you!  
Additional fees may apply.

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