

digital file preparation

Photoshop

A separate file is requested for each layout containing ALL and ONLY the content of the printed piece.

Color Space.....CMYK
Scale.....All dimensions in inches at 1/1, 1/10 or half size
Resolution (pixels per inch)See below
Bleed1 inch top, bottom, left and right (4" for vehicle wraps)
Fonts**All type usage must be outlined or rasterized**
Image CompressionOff
Save As*tif or layered .psd A layered file may become necessary for comprehensive color correcting. Avoid using highly-compressed jpg files, gif and png images and images taken from a web page.

Illustrator, InDesign

A separate file is requested for each layout containing ALL and ONLY the content of the printed piece.

Color Space.....CMYK, NO RGB COLORS
Scale.....All dimensions in inches at 1/1, 1/10 or half size
Resolution of placed images (pixels per inch)See below
Bleed1 inch top, bottom, left and right (3" for vehicle wraps)
Fonts**All type must be outlined**
Support art (placed images)**Must be embedded or linked AND supplied, even if a .pdf file
Image CompressionOff
Save Aseps or .ai file

**If revisions have been made to any support art (placed images), the link to the image must be updated before the .eps file is saved.

Resolution

For smaller prints, prepare files at a resolution of 300 dpi at full size. For medium-sized images, prepare files at a resolution of 150-300 dpi at full size. For larger print files, such as vehicle wraps and large banners, a resolution of around 100 dpi may be used. Some vehicle wrap files and banners tend to have very large dimensions, so a resolution of no lower than 75 dpi may be used for projects over 20 feet in length.

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