

# DIGITAL GUIDELINES

In order to ensure the best quality product and service, please follow this guidelines when preparing files for large-format digital output. Proper preparation of graphic materials will prevent delays and additional charges. If you have any questions or concerns, don't hesitate to contact your Account Manager.

## DOCUMENT SETUP

It is important to call **before** starting your design if you have not worked with a specific process before. Request specifications for the specific product you are designing.

- If your graphic contains photos as well as logos, copy or line-art, set-up your document with a page-layout program - such as QuarkXPress, InDesign or Illustrator.
- Do a Collect or Package to gather correct fonts and linked/placed images.
- Set-up large multi-panel graphics on one page when possible.
- Include bleed for trim to edge of panel (or shape) of all graphics. See specifications for your particular product.
- Files may be created at any scale in any of the acceptable software programs as long as the proportions are correct.
- Indicate any cutouts, die lines, or placement of overlying images on a separate layer in your layout.

## COLOR MATCHING

It is almost impossible to "match the laser print" when doing image color correction. Understand that color is device dependent, the same digital color will print differently on different output devices and media.

- Use PMS (Pantone Matching System) Solid Coated numbers for specifying vector file colors. We will adjust spot colors to the closest possible match for the output device and media.
- If matching something other than a PMS color make sure the sample is large enough.

## IMAGE RESOLUTION

Resolution specifications apply only to raster files. To maximize image quality do not rasterize vector graphics or fonts.

- Set-up raster files for Lambda printing at 125 to 200ppi at final output size, file size permitting.
- Set-up raster files for Inkjet printing at 150 to 200ppi at final output size.
- Higher scan resolution will usually result in higher quality but will mean larger files. However, files resampled to a higher resolution may not yield an acceptable image.

## THINGS TO REMEMBER

- DO NOT embed images in Illustrator or InDesign.
- Include all linked image files with your layout document.
- Do not stylize fonts in QuarkXPress, use the font menu.
- Always include the screen and printer fonts with every file, even those in Photoshop.
- Always include the appropriate amount of bleed.
- Remove all extraneous elements, such as stray points, unused images or other assets outside the bounds of the artboard.
- Always include a printed copy or PDF of your final document. Note any PMS colors required for matching.

## ACCEPTABLE SOFTWARE

We use Macintosh versions of the following software. In most cases we can work with artwork created by PC versions of the same programs.

- Adobe CS5: InDesign, Illustrator, Photoshop and Acrobat
- QuarkXPress 8
- Macromedia Freehand MX

## SUPPORTED TRANSFER MEDIA

- CD-ROM
- DVD

## ELECTRONIC FILE TRANSFER

When submitting artwork electronically, make an archive of the entire job folder. Use Stuffit for Mac files or Zip for PC files. Do not Zip Mac files unless using the built in OS X archive feature or having confirmed that your archive utility is set to " Preserve Macintosh content."

- Files <5MB can be e-mailed.
- Files 5MB to 600MB can be uploaded via FTP (please contact your account manager for User ID and Password).
- Files larger than 600MB should be sent on disc.

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# LAYOUT SPECS

Below is an example of a Final Layout. Create graphics at actual size and add crop marks and bleeds (past the actual edges of the page).



**CROP MARKS**  
(indicates finished size)

Crop marks are outside of final image. Remove key lines and stroked bounding box in final layout.

 **PMS 187**

 **PMS 166**

 **PMS 661**

**FILE NAME:** Concept

**FINISHED SIZE:** 24" x 36"

**SCALING:** 100%

Provide a hard copy of each layout to be produced. Indicate pertinent information, such as PMS call-outs, file name, finished size, scaling percentage and any production-related notes.

The final layout is created with generous bleed. All items in the graphic which run to the edge and will be trimmed flush must bleed past the crop marks. Placed images must also be prepared to bleed.