

# Preparing Your Files for Production

**PC FORMAT FILES ONLY. PLEASE CONVERT MAC FILES BEFORE SENDING.**

## **File formats accepted (see below for project specifics):**

- Adobe Illustrator CS1 and below (.ai or .eps formats, fonts should be included with file or text and should be converted to outlines after thorough spell and grammar checks).
- Adobe Photoshop CS1 and below (.tiff or .psd format, please do not flatten .psd's)
- Corel Draw (please export files to Illustrator **with curves**)

## **Digital Prints:**

- Image files must be provided as a CMYK file.
- Either a paper print of the ordered file or an emailed .jpeg or .pdf **MUST** be included to ensure the artwork has been received in full.
- Files **MUST** be provided as one of the following: (1) Adobe Photoshop CS1 or lower; (2) Adobe EPS; (3) TIFF; (4) Illustrator or appropriately converted Corel file **STILL IN VECTOR FORMAT** (flattened .eps formats from raster to Illustrator are not acceptable) with all correct colors and fonts.
- For raster images, **MUST** be at a resolution of 75dpi at full size. Art can be sent at smaller sizes with proportionately raised dpi so that it will scale properly.

## **Type Copy & Line Art:** (Usually used in die-cut vinyl or screen printing)

- Type, logos, and illustrations should be provided in one of the **VECTOR BASED** formats listed above, **NOT** as bitmapped art or any raster image format (.jpeg, .tif, .psd, .gif, or any other photo based software).
- To avoid missing or mismatched fonts for text in Illustrator you **MUST (a)** convert to outlines/path (double spell check before sending as no changes can be made after this); or **(b)** include fonts with the files sent to ensure they will be correct.

## **Placed Graphics:**

- Any elements from applications other than the file sent that have been "placed" must also be provided as a **separate** file (with acceptable resolution, as listed above).
- .eps files should **not be embedded** within .eps files.
- All artwork must be provided in CMYK format, not RGB. Please check files before sending.

## **Color Specs:**

- Corresponding Pantone colors **MUST** be included if matching is essential. If you do not know the Pantone color, give us a CMYK breakdown of the colors to match.
- For digital printing, all blacks must consist of 100% of all 4 process colors.

## **Miscellaneous:**

- Use gradients for graduated blends.
- **DO NOT** place type closer than 3 inches (at actual size) to the visible edge of the print (applies only to fleet side graphics).
- Cropped print sections are available for color proofing. Must be requested when order is placed, and allow 4 to 6 extra days for shipping and processing.
- If you have any questions regarding your art, **PLEASE** call or email a designer to check on them before sending incorrect art.