

# DIGITAL FILE GUIDELINES



The following specifications have been provided to assist you in preparing your files for printing.

- To avoid confusion, ONLY send files needed to produce the job. We are PC-based.
- Artwork must be created proportional to final output size. Files sent at actual size are preferred. If this is not possible, please save your art at 75%, 50% or 25% scale.
- Please include at least a 1/2" bleed for sintra/plexi graphics. If artwork is for banners, please include at least 3" of bleed.
- Artwork MUST allow for finishing (sleeves, grommets, frames, etc.). Any images/text that should not be stitched through must be far enough away from edges to accommodate stitching of sleeves and hems.
- Please be sure to include all support art (inked images, fonts, etc.) In a PC compatible format.
- Please convert fonts to outlines if you are Mac-based or do not include the fonts with your artwork.
- All rasterized files must be between 100 dpi - 200 dpi.
- For murals, files must be built as one image. Be aware of panel breaks and try to minimize the amount of text that crosses over panels.
- Art will be printed in CMYK. If saved as RGB, art will be converted to CMYK when printed. If there is a Pantone color you would like to match, please specify the color when sending your art. We can adjust the color in CMYK to print your Pantone as closely as possible, but cannot guarantee an exact match.
- Files are accepted by FTP, CD, DVD, and E-mail (up to 7MB). Please include a color hard copy (if sent on disk) or a PDF (if sent electronically). This will be used for reference purposes when preparing your proof.
- Photoshop, PDF and Illustrator are preferred, as they are more suitable applications for large format printing. Art time will be charged if files need to be fixed or altered to meet guidelines.

**ACCEPTABLE PC HIGH RESOLUTION FILE FORMATS:**  
Illustrator CS4    Photoshop CS4    InDesign CS4