

File Setup Guidelines

ACCEPTED FILE FORMATS



Adobe Illustrator (.ai)



Adobe Photoshop (.psd)



Adobe InDesign (.indd)



TIFF (.tif)



PDF (.pdf)

FILE SETUP

Document Size: setup to total graphic size, place guides for bleed areas and safe zone (see spec sheet for each graphics specific sizes). We also have template files available for each graphic. Ask your sales rep.

Scale: 100% preferred (if scaling is necessary, proportions & resolution must match final graphic size)

Resolution: at 100% scale all raster files should be no less than 100dpi (ppi), and no more than 150 dpi (ppi)

Color Mode: all files should be in CMYK (SWOP profile). To ensure accurate conversion of photos from RGB to CMYK, please use 'Convert to Profile...' in Photoshop

Fonts: for Illustrator or InDesign files, create outlines of all fonts

Black: to ensure black prints as dark as possible, use rich black (mixed CMYK values) rather than pure black (100% K)

Raster Files: all raster images must be TIFF format and linked into Illustrator or InDesign files (not embedded) and provided separately

Vector Files: all text, logos, taglines and trademarks should be in a vector graphic format

Gradients: color blends and gradients are susceptible to 'banding' or 'stepping' in large-format printing, for best results create in Photoshop

CRITICAL MATCHING

Pantone Colors: please specify if PMS colors need to be matched and use the Pantone Solid Coated swatch library in your file setup

Existing Graphics: if colors, sizing or finishing need to match existing graphics, one of those existing graphics must be sent to us for matching during our production process

FILE SUBMISSION

Online Transfer: our preferred file submission method is online via our yousendit.com dropbox. Please upload files in one compressed .zip file. Include client/job name. Notify your sales rep when files have been uploaded.

<http://dropbox.yousendit.com/nimlok mn>

CD/DVD: if files cannot be submitted online, you can burn to a CD or DVD and send to us via mail or courier. Please notify your sales rep when files are sent.

Please include a reference copy of your graphic layout in either a PDF or a printed proof.

Please inform your sales rep when art has been submitted.

OUTPUT & SUBSTRATES

Follow these guidelines for these types of output:

Dye-sub Fabric & DSG:
- keep text larger than 0.5"

Vinyl:
- vector files are required for all elements
- only certain colors are available, we can't match all logo colors, ask for a detailed list of available colors