

ARTWORK GUIDELINES FOR PHOTOS & GRAPHICS

Please pay particular attention to the following guidelines. We can produce high quality signs and graphics if your files are set up correctly. We do not charge for advice when setting up files, and it may save you time and extra costs later.

PHOTOS & DIGITAL PRINTS

All files must be in CMYK format for PC (or converted from Mac to PC). Note: The colours in RGB files to CMYK before printing colors *may change* when outputting files.

Preferred:

- *Photo Shop* – CMYK tiff format at 300 dpi **actual print size** (turn LZW compression off)
- *Photo Shop* – CMYK jpeg format at 300 dpi **actual print size**

Acceptable:

- *Corel Photo Paint* – (version 8 or lower) at 150 - 300 dpi **actual print size**
- *Corel Draw* – (version 8 or lower) at 150 - 300 dpi **actual print size**
- *Microsoft Word* - original photos at 150 - 300 dpi **actual print size**

Unacceptable:

Any file pulled from a website (gif or low resolution j-peg), Quark Xpress, Auto Cad, Adobe Pagemaker, Macromedia Freehand, Adobe In-Design.

Note: If photo requires altering extra charges may apply.

What to expect when you don't have the right resolution!

Example:



High Res. 300 dpi



Medium Res. 150 dpi



Low Res. 72 dpi

VECTOR GRAPHICS FOR SILK SCREENING & VINYL CUT GRAPHICS

For best results graphics should be created with a limited number of nodes while maintaining smooth curves.

Note: Always convert text to outlines (curves) or include the *font file* for recognizing the text with your design.

Preferred:

(All files must be in *PC* format or converted from *Mac* to *PC*)

- *Adobe Illustrator* – CS3 version or EPS format, convert all text to outlines or include font file with artwork. **Note:** If your design requires a full bleed to the edge then add 1/4” on all four sides to your original design size.

Acceptable:

- *Adobe Illustrator* – version 10, convert all text to outlines or include font file with artwork.
- *Corel Draw* - EPS format only, convert all text to curves or include font file with artwork.
- *Adobe Reader 7.0* - PDF format (text only, no images unless they are vector) convert all text to curves or outlines. Depending on the program you are using for your design. **Note:** Some programs do not have this option, please include font file with artwork.
- *Microsoft Office Word* – mwd format (text only, no images) extra charges may apply if kerning or tracking is required. Before saving your file to send us please go to “Tools/Option/” go to the Compatibility Tab and uncheck “Use printer metrics to lay out document”. *MS Word* has a nasty habit of completely re-formatting your document based on which printer is connected to the computer.

Unacceptable:

- *Quark Xpress, Adobe Photoshop, Photo Paint, Power Point, Auto Cad, Coral Photo Paint*

Note: We can re-create your graphic as a vector based file for an extra charge.

Please supply us with the best tiff, jpeg, or bitmap image you have or a paper hard copy so that we can scan it. (Please inquire for details on prices).

Proof:

For complete color accuracy as well as an opportunity for final checking of your design, we send you a detailed pdf or jpg proof color version of your design by email or a black and white version by fax.

Note: Your computer monitor may display colors differently than ours.

Color Matching:

All files should be saved CMYK format. Due to the fact that monitors display colors differently we require CMYK or a PMS Pantone number for outputting your specific color (prefer CMKY over PMS). If you do not have a PMS Pantone number than we require a hard copy of the color. **Note:** Printing on various substrates can alter individual colors. If you require a color sample or match we can provide one, please inquire for pricing.

Sending a file:

When sending files by email keep each file under 2 MB. If files are too large save your file with a compression program for PCs, such as WinZip and upload to our FTP website. Go to <ftp://pics.quist.ca/> from your web browser as a PC user. Please call us for the User name and password with detailed directions. Upload files to the folder “Save Files Here” MAC user upload directions available if requested.

If you still have problems sending your files you can mail or drop off a hard copy with files on a CD, memory stick (USP) or on a floppy disc. Alternatively, signsinthemaking.com – click on the link ‘Custom Sign Info’ on the right side of the page and follow those directions.

Fees Schedule:

Please contact a salesperson for additional fees.