

FILE PREPARATION GUIDELINES (PAGE 1 OF 2)

PRODUCTION PLATFORM:

- MAC OS X Desktop Stations

LAYOUTS APPLICATIONS:

- Adobe Creative Cloud (preferred)
- Quark

SPOT COLORS:

- Spot Colors are a lithographic process. If a file comes in with spot colors assigned, our rip will create the best possible match it interprets using the gamut of the printer.
- Please advise if the Spot Color is crucial to the design (brand color). At your request, a color swatch chart will be generated to try to achieve the best possible color match (additional charges may apply).

FONTS:

- Fonts should be supplied and zipped to protect their integrity. They should also be provided with any native files including layered Photoshop files that use fonts.

RASTER IMAGES:

- Should be linked, not be embedded in documents.
- Can be CMYK or RGB
- "Rezzing Up" images either using Bi-Cubic Smoother or Preserve Details in Photoshop
- Effective Resolution (resolution at final size) is recommended based on approx. viewing distance:

<u>VIEWING DISTANCE</u>	<u>EFFECTIVE RESOLUTION</u>
1' - 5'	150 - 200 ppi
5' - 10'	100 ppi
10' +	50 ppi

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