

# ARTWORK REQUIREMENTS

Please pass these requirements along on to your designer. Files setup to the specs below may help avoid any delays in processing and/or unexpected charges for design time.

## ACCEPTABLE FORMATS



## CLIENT PROOFS

Submitted artwork files should include a low-resolution PDF or JPG content proof of the art whenever possible.

## FILE SUBMISSION

## CREATIVE CONTACT

## LINKED IMAGES & FONTS

Please include or embed linked images (including PDFs) and include or outline (preferred) all fonts.

## DOCUMENT BLEED

Check with your Project Manager for correct bleeds per project. Generally vehicles require 4" bleed, Banners 1" bleed, Contour Cut Pieces 1/4" bleed.

## SCALED FILES

- All files must be set up to the correct size @100% scale if the program allows. 10% and 1% scale is acceptable for oversized builds only.

## RECOMMENDED RESOLUTIONS

- **Banners** - no less than 72 PPI and no more than 100 PPI.
- **Billboards** - no less than 30 PPI and no more than 72 PPI.
- **Close View** - no less than 100 PPI and no more than 200 PPI.
- **Vehicles/Walls/Windows** - no less than 72 PPI and no more than 100 PPI.

If you are setting up raster files @ 10% scale, don't forget to scale your PPI to match. Example: 72ppi @ 100% = 720ppi @ 10%

## DOCUMENT COLOR SETTINGS

- Please work in CMYK and Pantone values whenever possible.
- RGB submitted files may shift in color or lose vibrance when converted to CMYK. Let your Project Manager know if you would prefer us to print your artwork in RGB to achieve a wider gamut of color.
- Do not submit any artwork with objects set to 'Overprint'. This may cause unexpected results which may not be visible on-screen.

## PANTONE & COLOR CRITICAL JOBS

Our color management software recognizes PMS Coated (PMS 'C') spot fills which greatly increases our ability to achieve your desired color across printers and materials.

- **Do not** rename Pantone swatches from their original book name.
- **Do not** convert Pantone swatches to CMYK.
- Keep in mind that not all PMS colors are achievable with process color printing. Do not use Uncoated, Metallic, SVC, CP and UP Pantone swatches.
- Pantone swatches cannot be used in gradients. All gradients must be converted to their CMYK equivalents.
- Pantone swatches cannot be used in transparency settings (ie: drop shadows, overlays, opacity under 100%, etc.)
- Color critical artwork requires an approved color sample or Catzper chart before being processed. Additional fees will apply to all color critical orders.