



Digital File Guidelines

ACCEPTABLE SOFTWARE

- ~ Adobe Photoshop
- ~ Adobe Illustrator
- ~ Adobe InDesign

PREFERRED FILE TYPES (IN ORDER)

- .eps
- .ai
- .tiff
- .psd
- .indd

ACCEPTED BUT NOT PREFERRED FILE TYPES

- JPEG .GIF
- .PDF (*used on a case by case basis, please talk with your sales representative*)

FILE TYPES

Raster: Any file ending with .JPG .TIFF .PSD or .GIF

Vector: Any file ending with .EPS .AI and sometimes PDF

Vector files are the preferred method of file type used by most large format printers. In the case of cut vinyl lettering or graphics vector is the only accepted file type.

FONTS

Please supply your fonts when collecting for output from InDesign or select your text and create outlines in Illustrator Photoshop or InDesign.

UNACCEPTABLE SOFTWARE

(We will no longer accept any files from these programs)

- ~ Adobe Pagemaker
- ~ Macromedia Freehand
- ~ Corel Draw
- ~ PowerPoint
- ~ Microsoft Publisher
- ~ CAD files
- ~ Microsoft Word

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SUPPORTED FILE TRANSPORT

- EMAIL ~ (0MB to 5MB) files can be emailed
- FTP ~ (5MB to 150MB)
- CD or DVD ~ (150MB and Larger)

COLOR MANAGEMENT

Please use the Pantone Matching System (PMS) whenever possible in order to achieve the best color matching with your file. Understand that color is device dependent and the same PMS color will look different depending on the machine and substrate. Talk with your sales representative and ask to see a PMS color chart printed on the substrate and machine that you wish to have your file printed to guarantee better color matching.

Matching to a customers supplied Laser printout is only acceptable if PMS numbers are called out. We can provide a PMS chart or color strip of your artwork upon request.

***Please note that our machines use four color process and some Pantone colors are impossible to match, issues of that nature will be dealt with on a case by case basis.**

- Rich black should be used for large black printed areas using this formula: C-100%, M-100%, Y-100%, K-100%.
- Color images saved as TIFFs and colored vector images may vary in appearance.