

PROPER FILE PREP YIELDS CUTTING EDGE RESULTS

FILE FORMATS

- **Preferred Programs- Adobe Illustrator or Photoshop**
- Acceptable File Types- PDF, AI, PSD, EPS, TIF, JPG, PNG.
- In Design Files – Not well accepted by printer RIP software and should be exported as a PDF or EPS at hi-resolution with bleed and crops turned off.
- Provide all fonts and linked files.

SIZE & SCALE

- All files must be set up in correct final size at one of four scales
100 (1:1), 50 (1:2), 25 (1:4), 10 (1:10) percent.
- When supplying scaled files or proofs, the **size and scale must be noted.**
- Smaller scale files must have sufficient resolution to survive enlarging at time of print.
150 DPI at FULL SIZE.
- Crop any excessive background image or patterns that might be hidden in/behind the masking.

BLEED, MARGINS & LAYERS

- Board Prints- Add .25" bleed on all edges.
- Roll Media Prints- Add 1" bleed unless provided template.
- Large Murals – 10' and over- Add 2" bleed.
- Pole pockets- keep all important text 2.5" away from sewn edges.
- For router work, die lines should be built on a separate layer named "Die line."

COLOR

- **Build files in CMYK.** RGB files may be submitted but risk undergoing a color or profile shift.
- Do not convert Pantone spot colors to their CMYK version for solid objects.
Our print software recognizes Pantone Solid Coated files, which increases our color accuracy.
- Gradient Builds- Should be done in CMYK and not Pantone spot colors to avoid banding
- Default working color space- U.S. Web Coated (SWOP) v2

IMAGE RESOLUTION & FONTS

- **Resolution for best results- 150 dpi at full size**
- **Convert all fonts to outlines.** If we are aiding in design, keep fonts active and include all fonts.
- Use Open Type or True Type fonts.
- For most materials, fonts below 12 pts is not recommended
- When typesetting letters to be cut out, be mindful of the space needed in between the letters to make a clean cut. Letters that are tracked and kerned too closely together or touching, will be stuck together.

BRANDING & LOGOS

- Provide all brand guidelines and standards
- Logos should be vector art with pantone spot colors identified