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ART DEPARTMENT FILE GUIDELINE

COMPATIBLE APPLICATIONS:

We have the ability to accept files from the following applications (or earlier versions) in their native format

- > **Illustrator CS3 (.ai)**
- > **Photoshop CS3 (.psd)**
- > **Adobe Acrobat (.pdf) ***
- > **Corel Draw 11 (.cdr)**

*- .pdf must be saved with "Preserve Illustrator Editing Capabilities" and "Embed all fonts" checked

IF COLOUR IS CRITICAL, INCLUDE ONE OR MORE OF THE FOLLOWING:

- > **COLOUR SAMPLE** - This can be a colour swatch or an actual part (enclosure, panel, etc)
- > **PANTONE COLOURS** - Indicate this clearly on file or hard copy
- > **COLOUR COMPOSITE PRINTOUT** - This can be any digital or analog print. Keep in mind that a digital print may not be colour-accurate. Many Pantone colours, for example, can be SIMULATED depending on the colour gamut of your digital printer. Confirm your colour printout accuracy to an actual Pantone Swatch Guide BEFORE sending to us and indicate if you need us to match this proof OR actual Pantone Swatch Guide.

GRAPHIC ELEMENTS:

- > **FONTS / TEXT** - All fonts should be converted to curves or outlines. Converting fonts will prevent a font substitution and lessen the chances of printing with the wrong font. Include fonts if the file has large areas of text.
- > **BITMAP** (photographic) images should be no less than 150PPI **at actual size**. If the quality of the bitmap is poor, the quality of the final output will be poor.
- > **SCALE** of file should be to proportion wether half quarter or full size.
Please indicate trim size (x and y dimensions) on file.

SUPPORT FILES (Bitmaps):

- > **.EPS** (save Photoshop .eps with "JPEG maximum quality" encoding)
- > **.JPG** (saved with highest quality setting)
- > **.TIF** (saved with LZW compression)

DIGITAL MEDIA:

- > CD, DVD, FTP (for images over 5MB) or EMAIL - (attachments under 5MB)
- > Please call for FTP-USER-ID and password
- > Compressing your files may make file transfer easier and will lessen the likelihood of file corruption (.zip, .sit, .rar)

