

{ DIGITAL FILE GUIDELINES }



ACCEPTABLE SOFTWARE

- ~ Adobe Photoshop CS4
- ~ Adobe Illustrator CS4
- ~ Adobe InDesign CS4
- ~ QuarkXPress 6.5
- ~ Flexisign 7.5 (for cut vinyl only)
(or lower versions)

FILE TYPES

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

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, vector is the only accepted file type.

PREFERRED FILE TYPES (IN ORDER)

- .ai (please outline fonts)
- .eps (please outline fonts)
- .tiff (please flatten the file)
- .indd (please outline fonts)
- .psd (please flatten the file)
- .qxd
- .jpg

PDF

If you are unfamiliar with exporting a high res PDF with fonts outlined, images embedded and downsampling turned off please do NOT use this as a method for sending print ready files. Please send your files as (listed above) preferred file types.

FONTS

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

UNACCEPTABLE SOFTWARE

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

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

SUPPORTED FILE TRANSPORT

EMAIL ~ (0MB to 5MB) files can be emailed to: artwork@lggcinc.com and to your sales or customer service representative

FTP ~ (5MB to 150MB)

CD or DVD ~ (150MB and Larger)

USB DRIVE ~ (AKA Thumb Drive)

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. *Please convert all CVC (Computer Video Coated) colors to PMS Solid Coated colors.*

Matching to a customers supplied Laser printout is only acceptable if PMS numbers are called out.

*Please note that our machines use four color process. Some Pantone colors cannot be matched in CMYK and there *can* be a noticeable color shift. Please inform your sales representative if you have color sensitive projects.

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SIZE/SCALE OF ARTWORK

We prefer to have files set up at full, half or quarter-size. When working at a smaller scale always be certain that your layout is proportional to the final output dimensions.

RESOLUTION

Preferred resolution for raster artwork is 100dpi at full size. Please consult your sales representative if your artwork is lower than 100dpi.

Compute your own resolution:

Example: A 400 dpi image is placed in a layout that is at ¼ scale of final size, when it is blown up 400% to actual size it is 100 dpi.

$$400\text{dpi} \times 400\% = 100 \text{ dpi (ideal)}$$

$$400\text{dpi} \times 800\% = 50 \text{ dpi (too low)}$$

PRINT READY FILES

- ~ Must be supplied full scale and or proportional to output. (Please specify your scale factor)
- ~ Must be in a four color CMYK format or have PMS numbers called out
- ~ Must include fonts or have fonts converted to outlines
- ~ Must supply any logos as vector with the fonts outlined and any images embedded
- ~ Must have all images included or embedded
- ~ Must come with a laser or ink-jet printout from your home/office printer for proofing of the layout only.
- ~ Must be at least 100 dpi

NON PRINT READY FILES ARE SUBJECT TO HOURLY FEES

DISCLAIMER

Let's Get Graphic is *not* responsible for:

- ~ Discs lost in transit. Please do not send your only copy to us on a disc. We do NOT save your artwork.
- ~ Color matching when no PMS numbers were given or specified
- ~ Color matching raster artwork
- ~ Non print ready files
- ~ Spelling errors in a file not typeset by us
- ~ Spelling errors in a file signed off on by the client
- ~ Errors in layout of a file signed off by the client
- ~ Missed deadlines due to waiting for approval on artwork from client or waiting for customer supplied materials
- ~ Damage to materials in shipment