

PLEASE INCLUDE:

- 1) Hardcopy/Color Proof of your layout.
- 2) File names and a directory print out of the job files on your disk.
- 3) Any physical references for critical colors, i.e. product samples, fabric swatches, etc.

ON THE DISK:

- 1) Organize all relevant files into one folder.
- 2) Include all screen and printer fonts used in your layout and in any place graphics.
- 3) Include imported, placed, or embedded RASTER artwork files.

GENERAL:

- 1) Any photographic and graphic images are to be prepared in raster format files, such as: PSD, TIF, JPG, and Photoshop EPS.
 - 2) Any text and logo art is to be prepared in vector (line art) format files, such as: AI and EPS.
 - 3) All GRAPHIC PANELS and/or GRAPHIC DETACHABLE sizes should conform to the specifications and guidelines provided by your sales representative. **No bleed is necessary.**
- * If the provided files do not comply with these specifications and guidelines, file manipulation may be subject to an hourly design fee to correct them.**

ADOBE PHOTOSHOP (RASTER):

- 1) All raster files must be saved in CMYK color mode.
 - 2) Include layers (if possible) when using multiple images or texts.
 - 3) Resolution for raster images should be at least 72 ppi (pixels per inch) at full size - **100ppi recommended.**
- * If working at full size is not possible, you may work at half or quarter size. If the file is produced at half the actual size, the resolution must be increased proportionally**

Example:

FULL SIZE 100" X 100" @ 72 ppi
1/2 SIZE 50" X 50" @ 144 ppi
1/4 SIZE 25" X 25" @ 288 ppi

ADOBE ILLUSTRATOR (VECTOR):

- 1) Include all screen and printer fonts used in files. If fonts can't be included, make sure all text files are converted to outlines.
 - 2) Include all placed/linked raster artwork files along with Illustrator files.
- * DO NOT EMBED PLACED/LINKED FILES.**
- * In the event where logo art/text must be used with a photographic background, it is recommended to import the photographic images from Photoshop into Illustrator, and then use Illustrator to overlay the text and logo art. However, if logo art/text is produced in Photoshop, make sure to save the file at an adequate resolution (at least 72 ppi, 100 ppi strongly recommended) so that your file will not degrade in quality.**
- 3) When drawing vector elements, assign Pantone colors, rather than "CMYK" values. Pantone specifications allow as to match colors as close as possible.
- * Exact color matches are not always possible**

- 4) When using Illustrator, do not use transparencies and transparency effects for mural panels (i.e. glows and blended drop shadows). Instead, use photoshop to accomplish these effects.
- 5) When using a CMYK black, use 25% cyan, 25% magenta, 25% yellow, and 100% black.

SOFTWARE SUPPORTED:

Adobe Photoshop – 7.0
Adobe Illustrator - 10.0

*** We do not Accept Quark Files. If you have a Quark file, it is strongly recommended that you rework the file in Illustrator. If reworking the file is not possible, export the file as an EPS. Make sure all placed files are included separately on the disk along with all fonts used. Also include a color layout of how the final output should appear.**

INPUT MEDIA:

Standard 1.44 MB disk drive (mac/pc)
100MB Iomega Zip drive (mac/pc)
650-700 CD-ROM drive (mac/pc)

FILE COMPRESSION SUPPORTED:

Stuffit (mac) and Winzip (PC)

Graphics TURNAROUND Schedule

Once correct artwork is received, 10 business days are required to produce your graphics. 10 days are needed to:

- Check that artwork is correct and workable
- Color correct files
- Send out a color proof to client for approval
- Make any additional adjustments (if needed)
- Send out additional proofs (if necessary)
- Pre-flight files for print
- Print
- Laminate
- Mount
- Ship

Rush charges will be applied to job orders that do not apply to our 10-day turnaround schedule. The charges are as follows:

- 5 to 7 business days - 15% rush charge
- 3 to 4 business days – 25% rush charge
- 1 to 2 business days - 50% rush charge (w/ no color proof)

* Please notify your sales representative about when we should expect your files. Any artwork received after 2pm will be counted towards the next day.

STILL HAVE QUESTIONS?

Please contact:

Fred Kim (Graphics Department Manager)
312-733-0770 Ext. 230