

Platform:

Mac files are strongly preferred, but we can work with PC as well.

Color:

All files must be in CMYK colorspace.
 If PMS matching is required, build files using PMS #s, not 4cP values.
 Always supply a proof for color matching. If proof is unavailable, a pdf for position is mandatory.

Software:

Adobe Illustrator vector
 Adobe Photoshop images
 InDesign layout/mechanical

Application Specifics:

Illustrator: Files must be built in CMYK with images LINKED, not embedded. Layouts with embedded files will immediately fail preflight and must be resubmitted. Simply place images and save file as .ai, preserving links. Send all Hi-Rez links as well. Convert ALL type to outlines or supply fonts.

Photoshop: Files must be built in CMYK. Please refer to the chart below to determine necessary resolution. Files received that are not built to sufficient resolution CANNOT be 'rezzed-up', and must be resubmitted. Please rasterize all type layers.

InDesign: Make sure all links are provided. Printer and screen fonts are required as well. When using low-rez FPO images, verify that FPO and Hi-Rez files have identical physical dimensions or shifting will occur.

minimum resolution in pixels/inch		
Build Scale	Description	MIN DPI
1/1	Actual Size	75
1/2	6 inches = 1 foot	100
1/4	3 inches = 1 foot	200
1/8	1.5 inches = 1 foot	400
1/12	1 inch = 1 foot	600
1/24	.5 inch = 1 foot	1200

SPECIAL NOTE FOR VEHICLE WRAPS

Most Templates for vehicle wraps are built to scale. Please DO NOT resize templates. This is crucial to delivering job correct and on time. Please ensure all artwork is built to the minimum resolutions of 1000dpi at 1/20th scale or 50 dpi final scale. Files should be provided in illustrator with layers and 6 Inches of bleed. Always include linked images and fonts. Embedded images will not be color corrected.