

WIDEFORMAT FILE STANDARDS

Illustrator Files

- All fonts outlined or provide fonts with files
- Pictures included or send separate (if linked).
- CMYK for all files

Photoshop Files

- .jpg or .tif if the file is "flattened"
- .psd if file is not "flattened"
- Artwork should be set up at 150dpi if at 100% size (100dpi minimum)
- Artwork should be set up at 300dpi if at 200% size (200dpi minimum)
- Artwork should be set up at 450dpi if at 400% size (400dpi minimum)
- CMYK for all files

PDF Files

- I do not prefer PDF's but will accept
- If the PDF is just text I can place into Illustrator and create outlines
- If the PDF has pictures or filters in the file I will flatten in photoshop

INDESIGN FILES

- Do not prefer these file types
- I will export a hi resolution PDF from all InDesign files

Linked Art Formats

- PhotoShop
- Illustrator (CMYK color mode only)
- EPS
- TIFF

IMAGES

- No RGB images, they must be converted to CMYK.
- TIFF files should be saved with no LZW compression.
- EPS files should be saved with Mac preview and Binary encoding and no compression.
- 8-bit (grayscale) and 24-bit (color) scans should have an effective resolution between 225-350 dpi.
- Linework scans (1-bit b&w) should have a minimum effective resolution of 600 dpi.
- Total ink coverage of a scan should not exceed 300%
- Images should be placed as close to 100% of final size as possible with no more than 25% reduction or enlargement in the layout program. If scaling exceeds those parameters, re-size in photoshop and import new image back into the layout document

Colors *General*

- Check that no colors are duplicated (i.e. Pantone Green CV and Pantone Green CVU).
- It is advisable when selecting colors from your color menu to only use Pantones rather than colors with names such as Deep Sunset Red, etc. This way we will know what the colors are meant to look like.
- If you edit the make-up of a Pantone color then always rename it, for instance Pantone Green CV EDITED.
- Please set black objects and type to be 50C, 50M, 50Y, 100K.

BLEEDS *All Files require Bleeds*

- All rigid signage should have at least a 1/4" bleed all around
- Bannerstands should have 1/4" bleed all around and 6" added to bottom for stand
- Vehicle/Boat wraps depend on shape of vehicle (please consult designer)