

Please use the following checklist when preparing your digital files. These guidelines aid in the efficiency of the production process and help to avoid possible quality concerns, delays, art charges or rush fees.

### CHECKLIST

- Files are accepted in the following formats: Adobe Illustrator, Adobe Photoshop, QuarkXPress, Macromedia Freehand.
- Proportions of the documents **MUST** match the desired final size and cropping is clearly marked.
- Save each layout as its own file or page.
- Artwork **MUST** allow for finishing (sleeves, grommets, frames, etc.).
  - Any image/text that should not be stitched through must be far enough away from edges to accommodate stitching of sleeves and hems.
- When paneling will be required:
  - Consider how this will affect the art.
- When sending QuarkXPress, Illustrator or Freehand documents, be sure to include all support files.
  - ie. Linked images, Fonts, etc.
- To avoid confusion **ONLY** send files needed to produce the job.
- Support files **MUST NOT** be embedded. All files must be saved in an editable format and linked.
- Raster images must be Photoshop compatible.
- Vector images must be Illustrator or Freehand compatible.
- Illustrator or Freehand files using transparencies may experience printing difficulties, and delays should be expected.
- All images are saved at the appropriate resolution:
  - Electrostatic fabric: 35 - 50 dpi at final print size.
  - Photo-fabric: 75 - 150 dpi at final print size.
  - Lambda photo: 100 - 200 dpi at final print size.
  - Large Format inkjet: 75 - 150 dpi at final print size.
  - Grand Format inkjet: 35 - 50 dpi at final print size.
  - Offset: 300 dpi at final print size.
  - Screen Print: 65 - 100 dpi at final print size.
  - DO NOT** resize lower resolution files to a higher resolution.
- Include both printer and screen fonts for all files or convert all text to outlines.
  - True type and Multiple Master fonts must be converted to paths or they will not print.
- To ensure accurate color matching, specify Pantone (PMS) colors.
  - When Pantone equivalent colors are not available, proofs are strongly recommended to review color.
- Create and view Photoshop files in the appropriate color mode.
  - Lambda: RGB
  - Electrostatic: CMYK
  - Photo-fabric: CMYK
  - Grand Format: CMYK
  - Off-set: CMYK
  - Screen Print: CMYK
- Submit files in appropriate file formats.
  - Vector Art: Native file format or as an EPS (**DO NOT** submit Quark EPS files).
  - Raster Art: Native file format or as an EPS or Tiff (**DO NOT** submit JPEGs, GIFs, PICTs, etc.).

• Please contact salesperson or project coordinator with additional questions or concerns •