IMAGEN

DIGITAL PRINTING GUIDELINES

Following these guidelines will ensure that you receive *high quality graphics* in a timely manner without incurring extra charges for making your files print-ready. Please feel free to give our graphics department a call if you have any questions on preparing your artwork.

Media Accepted

We can accept standard forms of digital media including **DVD's, CD's, e-mail attachments** (with 5MB maximum file size), Downloads from **client FTP site** and **USB flash drives**. We also have an FTP site available here:

https://imagenllc.smartfile.com/ftp/login/
User-name: client2011
Password: graph2011

File Formats

We can accept files in the following file formats:
Adobe Illustrator, Adobe Photoshop, Adobe InDesign, EPS, pdf, or TIFF.
please embed or include linked items in art files.

Creating Art

Here are some things to keep in mind from the start when creating artwork:

Bleed: Artwork for graphics that have color printed to the edges will need to have bleed added to them. Bleed for most graphics is 1/4", but fabric graphics usually require 1" or more bleed. Starting the art with the correct bleed will prevent problems and delays at production time.

Resolution: Final output resolution is 150-300 dpi. Any images used in the layout should have the appropriate resolution from the outset.

Color Space: Everything will be output in CMYK, so it is best to work in that color mode when creating art. Unpredictable color shifts can occur when artwork is converted from RGB.

PMS/Spot Colors: When working with PMS spot colors, please keep in mind that the CMYK printing process is not capable of faithfully reproducing most of these colors. If a spot color is critical, we can provide a press proof showing how the color will actually print.

Scale: Set up all files scaled to 100%. If the artwork is too large to create at full scale, then please use a size of either 1/2 scale or 1/4 scale. If the artwork is scaled, please include the scale factor in the file name. For example: *Banner Stand _ Half Scale.ai* or *Banner Stand _ 50 percent.ai*

Final Checklist

Before submitting your artwork, please run through this final checklist

❐ Convert all text to outlines (or send all fonts used in the artwork.)

❐ Embed all linked files, and send copies of each link.

❐ Check for bleed if needed.

❐ Everything in CMYK color space.

❐ Ask for press proof if there are critical colors.