



## GRAPHIC STANDARDS

### UPLOADING

Please click on the UPLOAD button to access our file transfer site WEBCARGO and simply follow the instructions to send your file(s).

### OUR PREFERRED FILE NAMING

Clearly identify and label your files accordingly:

client name\_file name\_print dimension\_media\_number of copies.ai

Example: ABC\_Sunrise Banner\_120"x48"\_banner\_4 copies.ai

### TYPES OF SOFTWARE ACCEPTED

MACINTOSH:

Photoshop CS2 or later (.eps) – (encoding jpeg maximum quality)

Illustrator CS2 or later (.ai)

WINDOWS:

Photoshop CS2 or later (.eps) – (encoding jpeg maximum quality)

Illustrator CS2 or later (.ai)

### COMPULSORY INSTRUCTIONS

Photoshop images (200MB+) placed in Illustrator must be linked in the .ai (not embedded) to reduce size and allow for separate treatment of items.

Note: images less than 200MB should be embedded.

Convert text to curves (outlined).

Supply a color proof as close as possible to the desired final result.

Supply Pantone references when possible (if applicable). Do not convert your PMS in CMYK.

Do not include RGB images. Always supply final documents in CMYK.

Clearly indicate final format as well as enlargement ratio (i.e. 10%).

Photoshop documents must be saved in .eps.