



ART FILE SPECS

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All digital artwork received needs to meet the following requirements for a successful reproduction to be made • All submitted work needs to be accompanied by a hard copy printout and/or a PDF that can be used for proofing color and content
The following information is being provided to help our clients provide the best art files so that your products and logos are printed in the most professionally and with best best possible. Also, design charges will be minimized when good quality art files in the right format are sent to us.

ARTWORK REQUIREMENTS FOR ARTWORK SUBMISSION	
APPLICATIONS	<p>We are primarily a Mac-based company, but we can accept many PC formats. The following is a list of the main applications that we use for creating our own art/designs and saving received files for print production (in order of preference):</p> <p>QuarkXPress 7.0 or lower Illustrator CS3 or lower Photoshop CS3 or lower InDesign CS3 or lower</p> <p>For TEXT Files ONLY we can accept: 2003 or lower Microsoft Word or Excel (<i>These are not to be used as a layout program!</i>)</p>
FONTS	<p>When type is minimal in a design, if the artwork contains unique 3rd-party (other than Adobe) typefaces, or if the file is PC-created, please convert to outlines or paths. This eliminates the need to send the fonts with the art. When artwork contains a lot of type (i.e. paragraphs of text) do not convert to outlines; this will make the file size less manageable and may also require you to use a larger disk media to send the artwork.</p> <p>All other art containing text requires that the Support Screen Fonts (font suitcase) and Font Postscript (Type 1 printer font) accompany all artwork. - Please Note 1.) In the land of typefaces, your Times may not be our Times; 2.) PC fonts will not work with our Macs, don't send them. Also, please note that type added to a rastered image (i.e. Photoshop files) can look jagged as it gets blown up. Add text in a vector-based program or page-layout program; this will produce a crisper reproduction of the typeface.</p>
RESOLUTION	<p>Resolution - Minimum resolution of any file is 300 dpi</p> <p>Logos and type should be created (or added) in a page layout or vector-based application because these applications are resolution-independent (they can be scaled with no distortion or loss of clarity). Resolution cannot be added to an existing digital file. This process uses interpolation to "guess" at intermediate pixels being added; this will give images a blurred effect. Always scan or create originals at the highest possible resolution to start. You can res-down for manageability once you reach the required target.</p> <p><i>Web photos, logos and/or illustrations are always low-resolution...do not incorporate these files into your work because you will get low-end results. Also EPS files made by placing a TIFF in an Illustrator file and saving it as an EPS are not usable. EPS files must be Illustrator EPS vector files.</i></p>
PDFs	<p>Select high-resolution job options setting when creating high-res PDFs to be used for artwork.</p> <p>Be careful to embed all fonts and images, include crop marks and bleed, if needed.</p>
COLOR	<p>There are numerous color systems and many are difficult to match. For this reason, we ask that you send an approved color hard copy with all work. (Specifically, greens and oranges are the most difficult colors to match with any 4-color process system.) B&W hard copy with Pantone color callouts is also an acceptable calibration tool. We will match as close as possible to accommodate your specific choices. - For 4-color imagery (as in illustrations and photos), hard copy is easier to use as a color guide because screens do not represent color equally. For spot colors, unless matching a hard copy, PMS colors are best. Please specify the colors as PMS color and do not build items for Spot Color printing out of CMYK color system.</p>
SCANNING	<p>Photos and transparencies produce the best results. Images should be clear and sharp. (A small blur in a photo may not show up, but if the image size is increased, these and any other areas of imperfection will become exaggerated.)</p>
FILE FORMATS	<p>ACCEPTABLE FILE EXTENSION TYPES (A minimum resolution of 300dpi is needed for all files.)</p> <ul style="list-style-type: none"> • EPS (encapsulated postscript file) • TIFF (tagged image file) • JPG (joint photographic experts group) • PDF* <p><i>* PDF Files – PDF files, when produced correctly, are acceptable for submission of logo artwork. In general the artwork must be a minimum of 300 dpi before turning into a PDF file. When preparing a PDF file for artwork submission please follow these guidelines: Must be high resolution art files saved in PDF format • Minimum 300 dpi</i></p> <ul style="list-style-type: none"> • <i>Do not use scanned art and turn into a PDF file, as the PDF will be no better than the original scanned art</i> <p>UNACCEPTABLE FILE EXTENSION TYPES</p> <ul style="list-style-type: none"> • GIF files – are normally on a web site and very low resolution • DOC or DOCX files – Microsoft Word files (Unless sent solely as text) • XLS or XLSX – Microsoft Excel files (Unless sent solely as text) • PUB – Microsoft Publisher files • PPT – Powerpoint files • PRN (old DOS command) – in binary code which is unreadable by graphics programs • CDR – Corel Draw files • BITMAP



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DELIVERY OF ART FILES

MEDIA	<ul style="list-style-type: none">• DVD • CD Please ensure that all files are collected for the job which includes all images, fonts, and layout program and include a hard copy printout of all contents and what the actual job should look like for reference.
EMAIL	Email all art to design@givemefive.com or directly to your salesperson's email. <ul style="list-style-type: none">• Maximum file size is 10MB. Larger file sizes must be on DVD, CD, or sent via FTP. Ensure that all files are compressed with Stuffit or Winzip. Proofs should be sent in PDF format for reference.
FTP	Large files can be transferred via FTP. If you have the ability to transfer via FTP, ask your salesperson for our FTP instructions or call us at 610-395-0900 . File criteria still apply. Proofs are still required but can be emailed or compressed along with the collected files.

USEFUL INFORMATION

- Use only TIFF, EPS or PDF file formats whenever possible.
- Name FPO images with the same name as the source files.
- When sending vector art, it is best to convert fonts to outlines. Alternately, you can send vector art with fonts.
- Vector art can be resized to any dimensions. TIFF and JPG files cannot be resized without pixilation. TIFF & JPG files should be done at a high resolution, based on size.
- CYMK(Process) should not be used for any layout needing to be printed in Spot colors, as they do not translate out. Spot colors can be used for CMYK printing as well as one, two and three color printing. Converting Spot color to CMYK color may have major shifts in color, so reference a Pantone Bridge Color Book (if applicable) to view the results.
- PDF proofs are not TRUE COLOR, as you are looking at an RGB image on your computer screen that will print CMYK or Spot color.
- Add 1/8" bleed where necessary.

TIME SAVING CHECKLIST

- Contact name, address, phone number and email regarding the files sent.
- Item/file to be reproduced.
- Fonts - check usage in all applications, make sure all are collected or converted out to curves (where applicable.)
- Graphic files - make sure all EPS, TIFF or other graphic files are collected with job and that all resolutions and color modes are correct.
- PDF or hard copy proof of the art or job is included.
- Please review completely, as you are responsible for the accuracy of names, addresses, phone numbers, text, photos, graphics, colors and sizes before signing off on the proof.