

# FILE PREPARATION GUIDELINES

All artwork should be submitted as high-resolution digital files on CD/DVD or transferred to our FTP site. Transparencies and flat artwork can be scanned for an additional charge.

**IMAGE PREPARATION:** Images should be saved as TIFF or EPS files at 100 - 150 dpi final size.

**PROGRAM SUPPORT:** Illustrator CS , Photoshop CS (Other Programs Approval: Contact Showcraft)

**FILENAME EXTENSION:** Ensure filenames are properly updated in all layouts. Please include appropriate extensions (for example, filename.eps, filename.qxd).

**LAYOUT ACCURACY:** Provide one digital .pdf proof for each digital file.

**COLOR MATCHING:** Include Pantone® numbers or their equivalents for all solid colors. For continuous tone images, provide a hard copy or a sample that is color accurate.

**BLEED:** Include .25" bleed on all jobs that require mounting or die cutting.

**FONTS:** Always supply all font suitcases, including both screen and printer fonts. Convert type to outlines.

**PC FILES:** Please follow these guidelines for file creation on a PC:

- Illustrator - convert text to outlines and save as an EPS file
- Photoshop - render text, do not use text layer files, and include all elements associated with the file (for example, vector graphics and image files)

**ILLUSTRATOR:** When creating layouts in Illustrator, use a minimum document size of 25% of the final size. Include all linked images. Save files as AI format. Convert strokes to outlined paths on all vector artwork and text. **IMPORTANT - CONVERT ALL FONTS TO OUTLINE.**

**LOGOS:** For best results, supply all logos as VECTOR files from Illustrator, not as raster files such as PhotoShop EPS, JPEG, GIF, or TIFF.

**QUESTIONS???:** Contact Adam Lindblom (adam@showcraft.com) or Ryan Beaulieu (ryan@showcraft.com) 800.886.0634

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