

## **GRAPHICS FILE REQUIREMENTS**

We accept graphic files via Email, CD, DVD, or File Upload. To utilize our File Upload feature, you must have your project coordinator's name. Call or email for instructions. CD's & DVD's will not be returned.

### **Format** –

- Send your Vectorized artwork in Adobe Illustrator format (either .ai or .eps), or saved as an Adobe Acrobat file (.pdf).

### **Font and Colors** –

- Plan to include all necessary font files with artwork. Color specifications must be detailed in 4-color processing (CMYK) or using PANTONE color matching system (PMS#). For color critical jobs, send a color sample for custom matching.
- Pantone Matching System (PMS) is the printing industry's standard for color matching. For more information visit [www.pantone.com](http://www.pantone.com).

### **Layout & Resolution** –

- Templates for awnings or trailers are provided to customer upon request for graphics layouts.
- Be sure to display 4-6" bleed around hard edges for full coverage art.
- For individual logos being placed on a plain background, only logo artfiles need to be provided, in the correct format, and a scaled layout will be sent back for your approval.
- Provide images at 100-200 dpi at 100% full size for best image quality. (75 dpi minimum)

We welcome receiving applicable corporate logo specs regarding orientation, spacing and clearance requirements, acceptable alternate logo versions, etc. If we do not receive them, the responsibility for accurate logo representation is solely the customer's.