Artwork Guidelines

Accepted File Formats

TIF, JPG, PSD, EPS, AI, INDD, PDF (high resolution).

- Whenever possible, please send **print-ready files** to avoid any additional charges. Print-ready, high-resolution PDF files are preferred. Remember to include bleed area and crop marks, and keep image compression settings at high quality (JPEG compression at maximum or very high quality).

- When sending source files include all support files (fonts, linked images, etc.). We run Adobe Creative Cloud, (InDesign, Photoshop or Illustrator files)

- **Art time will be billed if files need to be fixed or altered to meet guidelines.**

Proofs

Please supply a hard copy proof or a low-resolution PDF or JPG file as a reference for layout.

For large orders, and/or when color and quality are critical, an in-house test print is advisable. Speak to your sales representative to request a proof print before final output material.

Resolution

All raster files for digital printing (vector, embedded, or linked file) must be a minimum of 100 pixels per inch (at 100% of output size, optical size, not interpolated) for optimum print quality. 300ppi is preferred.

All raster files for off-set printing (vector, embedded, or linked file0 must be a minimum of 300 pixels per inch (at 100% of output size, optical size, not interpolated).

Font Specifications

All fonts must be converted to outlines, embedded in PDF files, or included with editable source files.
Jobs with missing fonts can not be completed; all jobs with missing fonts will be held pending submission of fonts, corrected PDFs, or source files converted to outlines.

Colors and Color Matching

Files can be output as CMYK or RGB. Please be sure that all elements of each file are in the same color mode. Color shift may otherwise occur.

- If Pantone colors need to be matched, please specify this when job is submitted. All Pantone colors must be properly called out in the file.

- Orders without indication of Pantone colors, supplied proofs or in-house test prints will not be guaranteed for color.

Sending Artwork

UPLOAD AT THE WEBSITE (HIGHTAIL UPLINK):

- At **graphicimaging.com**, click **click here to upload**. Drag file(s) to upload window. Fill out subject and message fields with your contact info and a brief description. (If you have already spoken with someone, please put their name in the subject line.) Click **send**. **Do not close window until complete.**

OTHER OPTIONS:

1. You may also send file via your upload site. Contact your sales representative with any necessary information for download and to alert us to receive.
2. You may also email your files, if they are small enough (under 20 MB). After sending your files, please contact your sales representative and/or the graphics department at **info@graphicimaging.com.**

pixels, dots, and file formats

What's a Pixel?

Digital images are created through imposing a grid of tiny square dots on a scanned or photographed image; each dot has its own color, so when taken all together, they give the illusion of a continuous tone of colors. On a video screen, each individual dot is called a pixel (from "**pic**ture **el**ement"). The more dots or pixels there are in any inch (on screen or on a printed piece), the higher the resolution is said to be, and the better it will look.

PPI vs. DPI

Pixels Per Inch (ppi) is a measure of how many tiny bits of information are in a digital image file. **Dots Per Inch** (dpi) measures how many dots of toner/ink are in a printed piece. For general purposes, they amount to the same thing, and are often used interchangeably, but technically, ppi is a file resolution measurement and dpi is a print density measurement. A *megapixel* is one million pixels, a square 1000x1000 pixels in size.

Resolution

Screen resolutions are significantly lower than the resolution required to print with any quality. Most screens are 72 or 96 ppi. Print resolutions range from 150 dpi (photos in a newspaper) up to 1200 dpi or higher for crisp, clear text. Standard quality for color printing is usually 300 dpi at final print size (not necessarily the size of the original image). For this reason, graphics from the internet are unsuitable for printing: their low resolution causes them to print very poorly, usually blurred or jagged around the edges ("pixelated").

RGB vs. CMYK color models

RGB (red/green/blue) is the color space of video screens, which display by mixing colored light. **CMYK** (cyan/magenta/yellow/black) is the color space of most printing processes, which display color by mixing ink or toner on a printed page. Leave image files in RGB for most purposes.

Image File Formats

Image files are grids of colored pixels; resolution matters with all image formats.

- **TIF** or .tiff (Tagged Image File) – most commonly used for high-resolution images. Compression in this mode saves disk space, but doesn't lose any information from the file.

- **JPG** or .jpeg (Joint Photographic Experts Group) – this format was created to provide compression for photographic images, and is the most common online image file format. It's good for photos, but not so good for graphics like logos, where it imposes a lot of digital "noise." Many digital cameras use this format as well.

- **GIF** (Graphics Interchange Format) and **PNG** (Portable Network Graphic) are two other online graphic formats, more suitable for flat graphics such as logos and clip art. These files can have a transparent background, while JPGs cannot.

Vector File Formats

Unlike image files, vector files are defined by mathetmatical curves and lines filled with color. They don't have a resolution; they will print the same at any size, so the same file can be used on a business card or the side of a bus with equal clarity.

- **EPS** (encapsulated postscript) – the most common vector format. Most people can't open an EPS file without professional graphics software, but it's the format designers and printers will generally prefer.

- **PDF** (portable document format) – a PDF, the most common format for sharing documents online, can contain both vector information (graphics and type) and images. Often used for proofing, but must be prepared correctly in order to be used for professional printing.

- **AI** (Adobe Illustrator) or **CDR** (Corel Draw) – probably the most common file types for specific illustration software, which will only open with the software that created them.