

ART / FILE GUIDELINES

▶ USING ILLUSTRATOR / FREEHAND

Art Needs To BE "vector" Based

Use Freehand files, When Artwork Has A Lot Of Gradients.

Include Placed or Imported Images. (LINK FILES)

DO NOT EMBED IMAGES. (Embedded Files Becomes a HUGE Files)

DO NOT USE Libraries "Style & Brushes" To Create Image.

Name Pantone Colors For Spot Colors.

Preferably Text Must Be Converted To Paths / Create Outlines, Or include All The Fonts That You Used With The File. (Both Screen Printer Fonts- Mac Only)

Save File As Adobe Illustrator (.ai.) Up To Version CS

Save File As Freehand Document Up to Version MX

* To Verify Art Is Vector Based.....

In Illustrator - Hold Down Apple Key And Hit The Letter "Y"

In Freehand - Hold Down Apple Key And Hit The Letter "K"

All Images Should Appear As A Key Line, If Something Does Not Appear

It Will Not Be On The File.

Non-Vector Based Art Will Require Rebuilding Of File. Resulting In Additional Art Charges And Longer Turn Around Time.

▶ USING PHOTOSHOP

Use CMYK Mode For 4-Color Process Print And Save File As A "Tiff" (LZW Compressed OK)

Use Grayscale Or Bitmap For Black & White Images.

If Images Are Built To Spot Color Print, Each Color Should Be On It's Own Layer

And Save File As "PSD"

* You Will Get Rough Edges When Printing 1,2,or 3 Spot Colors

Created In Photoshop. (Pixels)

Supply Image At 100% With 300 Resolution (Depending On Quality)

DO NOT SAVE FILE AS AN EPS.

▶ USING PHOTOSHOP FOR DIGITAL PRINTING

Submit Files In CMYK Mode.

RGB Files OK., However Color Output Differs From CMYK Mode.

On Large Format (4ft and Above) Files Should Be At 25% Of Actual Size, With 200 Resolution.

Small Image files (4ft and below) At 100%, With 300 Resolution

Image Must Be Proportional To Final Output Size.

▶ MEDIA/FILE TRANSFER

Image Zip 100 MB 3.5 Floppy Compact Disk

E-Mail: SalesInfo@nameplate.net

▶ PROOFS

Please Provide Us, With A colored Printout Of The Image.

A Content Of Disk Printout, Indicating Files To Be Output.

NOTE: NO QUARK EXPRESS. PAGEMAKER. WORD, OR POWER POINT.
NO SYQUEST OR JAZZ DRIVES.