



## DIGITAL GUIDELINES

### PREPARING DIGITAL FILES

#### SOFTWARE

Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
QuarkExpress  
CorelDraw (not preferred)

#### MEDIA

CD-ROM  
DVD-ROM  
Iomega ZIP

#### FILE TYPES

- **Raster files** (Photoshop, TIFF, JPEG, etc.) are composed of many individual dots called pixels, which result from scanning an image. The resolution (pixels per inch or PPI) determines the image quality at a given size.
- **Vector files** (Illustrator, Corel, etc.) and page layout files (Quark, InDesign, etc.) are composed of vectors defined by mathematical formulas, and may contain raster elements. The vector elements are not referenced by pixels per inch because vectors can be interpreted mathematically and are resolution independent. The raster elements are subject to the same rules as raster files.

#### DOCUMENT SET-UP

- If your graphic contains only photos, set-up your document in PhotoShop. If possible leave separate elements on separate layers so they can be individually color corrected if needed. Use Adobe RGB 1998 for your profile, if you must use CMYK use Web-Coated 2 profile.
- If your graphic contains photos as well as logos, copy, or line-art, set-up your document as a vector or page-layout file using Illustrator, Quark or InDesign.
- Always link (do NOT embed) raster elements (photos) in your vector file and be sure to include the linked files with your submission.
- Set-up all large multi-panel graphics on one page, NOT separate pages or layers. Think of it as one large graphic and we'll take care of the panelling if needed.
- Include "bleed" on all sides of the image. Bleed is extra image (1/2" at final size) outside the crops to allow for alignment and assure a clean trimmed edge.
- Files may be created at any scale in any of the acceptable software programs as long as the proportions are correct.

#### COLOR MANAGEMENT

Color is device dependent, i.e., the same digital color will print differently on different devices and/or medias. We have a sophisticated color management system in place to deal with a lot of this but your help is needed.

- Set-up raster files in Adobe RGB 1998 color space or Web-Coated SWOP 2 for CMYK.

- Use the desired PMS (Pantone Matching System) number for specifying vector file colors. We will make the necessary adjustments to print as close as possible to your requested color. Pantone recognizes that 70% of their colors cannot be matched in CMYK but we can get close with current equipment.

#### RASTER FILE RESOLUTION

- Resolution specifications apply only to raster files and raster elements.
- Higher scan resolution will usually result in higher quality, but will mean larger file sizes. Interpolating a raster file by "resizing it up" and adding interpolated pixels will not improve image quality.
- Resolution must be calculated at final output size. On very large graphics 100 ppi is sufficient, for smaller (closer viewing distance) 150 ppi is required. You must calculate this at final output size. 150 ppi at 1/2 size is 300ppi, and 600 ppi at 1/4 scale.

#### FINAL STEPS

- Always include the screen and printer fonts with every file to insure your files are output correctly.
- Include a printed proof (in color, if possible) of your final documents. Note all required PMS colors and any other critical specifications.
- Transfer your files to the intended transport media, then open them FROM that media to see that they did not become corrupted and that all files needed for output are present.
- Avoid sending extraneous files that are not required for the job as there can be confusion with closely named files when they are re-linked.

#### FINAL STEPS- GETTING THE JOB TO US

- For small file transfers (less than 2 MB), e-mail your message with a complete description of your order, contact information, and the file attachments.
- Access the FTP site and upload your files to our server. Send an e-mail with all of the information outlined above after your upload is complete.
- Send in by courier or carrier your disk, proofs, and complete job specs to our offices.