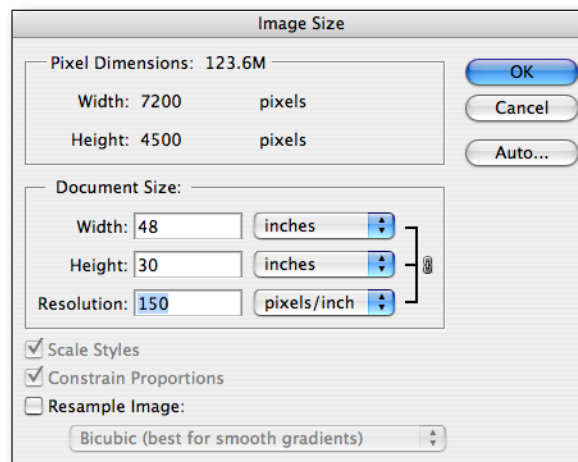


## 1 Formatting your files

- 200 ppi resolution for images up to 40x50"
- 100 ppi resolution for images larger than 40x50"
- 50 – 100 ppi resolution for grand format
- For any file larger than 10x15", exceeding 200 dpi is counter-productive
- If your file is in a specific color space (i.e. sRGB), embed the color space profile in your file. In addition, indicate that color space when your order is placed.
- Please do not compress TIF files.
- Convert text to paths when using Windows programs and/or Truetype fonts.

### Guidelines for setting up PDFs:

- Follow all applicable instructions when building your native file.
- When printing the PDF be sure to turn off all compression and downsampling.
- Embed all fonts in PDF, but also include them in a separate folder.
- Turn all color management off.
- If creating your PDF directly from Illustrator, make sure to preserve editing capabilities.
- Do not include slug, crop marks or extra white space.
- Add .25 inch bleed for files up to 40x50" and .5 inch bleed for files over 40x50" and for panels.



## 2 Laying out your graphics

### Special Effects

Do not use the special effects in Illustrator or InDesign that requires the file be flattened before printing. These include Transparent Layers, Drop Shadow, Beveled Edges, Glows, Etc. We recommend these effects be done in Photoshop.

### Proportionate Sizes

Please build all documents to the same size that you need the final print. If the final print needs to be larger than the document size, then please build the document in a size proportionate to the final print. For example; a 40" x 60" graphic set up at 50% scale would create a 20" x 30" document. At 10" scale it would create a 4" x 6" document.

### How to Get Colors to Match

Critical colors and vector elements should be specified using the Pantone palettes available within the vector layout or drawing application. Utilizing PMS values will help us match colors more accurately.

### Multiples

When printing multiple graphics of the same size, create one document with separate pages for each graphic. If you have files that are different sizes, then create a separate document for each file.

### How to Panel

Multiple panel murals should be done on one complete page. Do not tile panels onto multiple pages. Bleed needs to be included in all panel jobs to ensure continuity in matching the panels.



## 3 On the disk

- Organize all relevant files into one folder.
- Include all screen and printer fonts in EPS files as well as the layout.
- Include original files of any imported or embedded EPS or TIFF image files included in layout.
- If there are other files that need to remain on the disk but are not relevant, please put them into a "Do Not Use" folder.

### Macintosh software supported:

QuarkXPress 6.5  
Macromedia Freehand 11  
Adobe Illustrator CS3  
Adobe Photoshop CS3  
Adobe PageMaker 6.5  
Adobe Acrobat 8 (PDF)  
Adobe InDesign CS3

### Windows software supported:

Macromedia Freehand 10  
Adobe Illustrator 10  
Adobe Photoshop CS  
Adobe PageMaker 6.5  
Adobe Acrobat 5 (PDF)  
Adobe InDesign CS2

## 4 Include with order

- A hard copy of the layout (PDF files are acceptable alternatives.)
- Any physical references for critical colors (product samples, fabric swatch, previous proof, etc.)
- If working on a CD and a "Do Not Use" folder can not be created, please provide us with the location of the job on the CD, to include file names and directory structure.

### Accepted Media:

CD  
DVD  
PC Card  
Flash Card  
Smart Card  
Sony Memory Stick

### Electronic File Transfer:

Custom Color provides electronic transfer of file (FTP). To access this method, simply visit [www.customcolor.com](http://www.customcolor.com) in the customer login section for login ID and access. Once established this is a quick and efficient method for file transfers.

## Custom Color Corporation

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