

# DIGITAL GUIDELINES

*In order to ensure the best quality product and service, please follow these guidelines when preparing files for large-format digital output.*

## DOCUMENT SETUP

- If your graphic contains photos as well as logos, copy or line-art, set-up your document with a page-layout program - such as QuarkXPress, InDesign or Illustrator.
- Do a Collect or Package to gather correct fonts and linked/placed images.
- Set-up large multi-panel graphics on one page when possible.
- Include bleed for trim to edge of panel (or shape) of all graphics. See specifications for your particular product.
- Files may be created at any scale in any of the acceptable software programs as long as the proportions are correct.

## COLOR MATCHING

It is almost impossible to match the laser desktop print when doing image color correction. Understand that color is device dependent, the same digital color will print differently on different output devices and media.

- Use PMS (Pantone Matching System) Solid Coated numbers for specifying vector file colors. We will adjust spot colors to the closest possible match for the output device and media.
- If matching something other than a PMS color make sure the sample is large enough.
- Always include a printed copy or PDF of your final document. Note any PMS colors required for matching.

## IMAGE RESOLUTION

Resolution specifications apply only to raster files. To maximize image quality do not rasterize vector graphics or fonts.

- Set-up raster files for printing at 125 to 200ppi at final output size, file size permitting.
- Higher scan resolution will usually result in higher quality but will mean larger files. However, files resampled to a higher resolution may not yield an acceptable image.

## THINGS TO REMEMBER

- DO NOT embed images in Illustrator or InDesign.
- Include all linked image files with your layout document.
- Do not stylize fonts in QuarkXPress, use the font menu.
- Always include the screen and printer fonts with every file, even those in Photoshop.
- Always include the appropriate amount of bleed.
- Remove all extraneous elements, such as stray points, unused images or other assets outside the bounds of the artboard.
- Always include a printed copy or PDF of your final document. Note any PMS colors required for matching.

## ACCEPTABLE SOFTWARE

We use the most recent Macintosh versions of the following software. And in most cases we can work with artwork created by PC versions of the same programs.

- Adobe Photoshop, Illustrator, InDesign, and Acrobat
- QuarkXPress
- Macromedia Freehand MX

## SUPPORTED TRANSFER MEDIA

- CD-ROM
- DVD

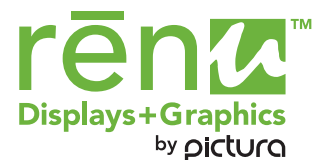
## ELECTRONIC FILE TRANSFER

When submitting artwork electronically, make an archive of the entire job folder. Use Stuffit for Mac files or Zip for PC files. Do not Zip Mac files unless using the built in OS X archive feature or having confirmed that your archive utility is set to "Preserve Macintosh content."

- Files <5MB can be e-mailed.
- Files 5MB to 600MB can be uploaded via FTP (please see FTP Instructions sheet for ID & Password information and a step-by-step guide to upload your files).
- Files larger than 600MB should be sent on disc.

## QUESTIONS?

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