

# ART REQUIREMENTS

## **File Formats**

Send files built or exported as Photoshop (CS3), Illustrator (CS3), or Adobe Acrobat PDF (HiRes--Print Ready). These programs match large format printing without causing many issues in the process. We do not accept native files from Freehand, Indesign, Pagemaker, CorelDraw, Microsoft PowerPoint, QuarkXPress, Microsoft Publisher, or Word etc.. Files should be setup as .eps files, .tiff, .psd, .ai or press ready .pdf. If submitting files in vector format, be sure to outline all fonts.

## **File Preparation**

Setup all files at full size. Keep all critical elements such as logos and type 2" away from edges, panel breaks, etc. Type and logos that cross over breaks in panels should be a substantial enough size that if the letter is split on the panel that it won't be noticeable. Files setup for fabric printing have specific features. Ask us about on the appropriate safe areas for placing crucial elements.

When placing raster objects in Illustrator be sure to have all files linked and include along with your artwork files.

## **File Resolution**

The acceptable range is 100 to 150dpi at actual print size. Be sure to view files at 100% print size before sending to confirm resolution, alignment and quality of artwork.

## **Color**

Files need to be in CMYK color mode, with all PMS colors specified on printed proof. Specify solid coated PMS colors without tints. Please note that we try our very best to match PMS colors. We do not print with a spot color system, so it is not possible to match all colors exactly.

## **Do's and Don'ts**

Don't put critical elements on cut lines.  
Don't design with borders around the edge as they may become uneven.  
Do remove extra alpha channels in photoshop files.

## **Sending Files**

Files can be sent to us stored on CD or DVD's.  
Include a hard copy color printout for us to proof against.  
Send all files to your sales rep's attention.  
Include your address and your phone number with all media.  
Only send files pertaining to job, do not send unnecessary files.  
Keep file and folder structures simple and easily understood.

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## **Questions**

Please contact Doug Monroe (Graphic Designer) at 800.899.8554 x16.