

■ I M A G I N G

Fabric & Outdoor Graphic Guidelines

Do's

- CMYK (swop v2) is the preferred color profile.
 - Scans should be done at 100 dpi resolution, final size or higher.
 - Supply 1/2" bleed to ALL digital files.
 - Create soft drop shadows in Photoshop.
 - Provide the unflattened layered PSD file for correction purposes.
 - Provide color samples of solid colors in digital file (if possible).
 - Native files may be InDesign, Illustrator, Photoshop, Quark, eps, tif, jpg or pdf* (Illustrator preferred).
 - Supply native files, all fonts and any imports that are used in your design.
 - If fonts are not supplied, they need to be turned into outlines (limits editing).
 - Imports should be vector format for logo files.
 - Imports for raster (photo) images should be a minimum of 100dpi at the final print size.
- * When creating pdfs, all fonts should be embedded. This provides the flexibility to edit.



Don'ts

- DO NOT use RGB images and colors.
- DO NOT create soft drop shadows in Illustrator (causes outlines of boxes to appear where the shadows are placed).
- DO NOT save tiff files with LZW compression checked.
- DO NOT use stylized fonts in layout programs - ex) use the bold font, not a regular font bolded within the program.