

File Submission: FTP, DVD/CD-ROM,

File Formats Supported: tiff, eps, ai, psd.

## Photoshop

- We recommend 100dpi at final output size. Retain resolution when converting to half-scale (200dpi) or quarter-scale (400dpi).
- CMYK is preferred, although we can accept RGB files. Do not convert any existing CMYK files into RGB.
- Save file as both a layered Photoshop file (.psd) and a flattened file (.tif). If clipping paths are necessary, save as (.eps).
- Remember to include necessary bleed.

## Illustrator

- Work in CMYK mode and use Pantone® Solid Coated colors where applicable.
- Raster effects such as drop shadows and blurs should be created in Photoshop. Applying these effects in Illustrator may render unexpected results.
- If using placed/linked raster files, be sure to include those files when submitting artwork.
- Be sure to outline all copy or include any fonts used.
- Remember to include necessary bleed.
- When completed, save as a layered Illustrator file (.ai).

## File Set-up

- All design software at Featherlite Exhibits® is Mac based. Mac equipment will read MOST PC files.
- Art submitted for reproduction must be correctly sized and proportioned for final output.
- PDF's will NOT be used as production files.
- All fonts are required. TrueType fonts are not accepted.
- Please provide a low resolution digital screenshot, PDF, or hard copy of all submitted layouts.
- Exact color matching to supplied, printed materials may incur additional charges.
- Specify any PMS colors in the art files and/or on the hard copy.
- Our print devices produce reasonable approximations of most Pantone inks, exact matching may not always be possible.
- Include only files needed for production. Incomplete, missing or unnecessary files will delay production time.

Visual size All critical elements, ie text, logos

Cut size Edge borders not recommended

Bleed size Extend backgrounds to line

