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# FILE SPECS

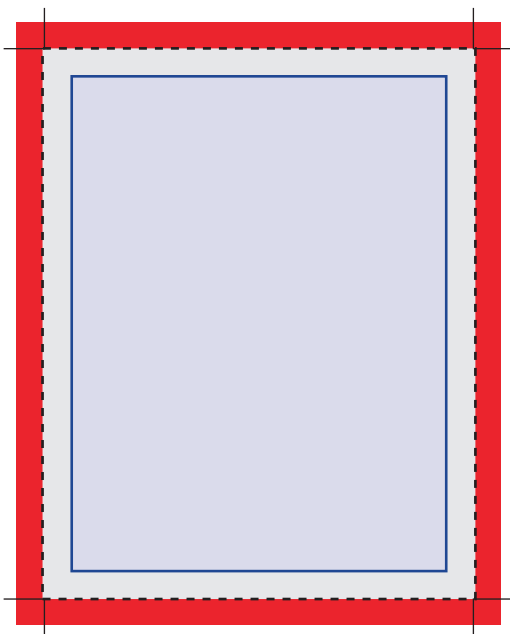
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# General Information

- ▶ Please review and proof read all text before sending artwork and upon receipt of proofs. We are not responsible for spelling and/or grammar errors;
- ▶ Larger files should be send by Google Drive, Dropbox, CD, DVD, USB, or via our website. You can send small files via e-mail;
- ▶ Files delivered in physical devices (CD, DVD or USB) should be labeled with client's information and must contain only the necessary files for output;
- ▶ Low resolution soft copies and/or hard copies are helpful. Always keep a backup copy of the files sent;
- ▶ Services such as colour matching and physical proofs are available at additional cost;



## Terminology



- **Trim Size:** also known as crop area, stands for the final size of the actual finished product. It is advisable to provide crop marks to show the trim size.
- ┌ **Crop Marks:** essentially, the exact place the art needs to be trimmed. They appear on the corners, as fine lines to guide the designer during trimming
- **Safety Area:** empty space between your texts and the crop marks, used to securing elements from being too close to trimmiing area.
- **Inner Margin:** the actual area of your art. In other words, the boundary where all the text and graphical elements are.
- **Bleed Area:** printing term that refers to the extra content beyond the crop marks. The bleed guarantees a small amount of space to account for paper movement. Also, makes sure that no unprinted edges occur in the final trimmed document.

# Printing Formats

- ▶ The page size should be set up at an intermediate size that can be enlarged proportionally. For example, 12 X18” in original page size can be enlarged 400% for a final output size of 48x72”;
- ▶ When setting up a bleed margin, please ensure that it is added correctly. We cannot assume responsibility if image is lost in the trimming/finishing process;
- ▶ Do not change graphic file names unless you've relinked ed them in your layout application;
- ▶ Do not embed your link files in illustrator instead please include those linked files on with the final job;
- ▶ Please supply only those images required for your job and remove all unnecessary files;
- ▶ Remove all unused Pantone or custom color swatches not used in the layout;
- ▶ Do not mix RGB and CMYK files in the same job;
- ▶ Trade Show Panels: do not cut artwork into panel sizes or save separate files for each panel. Leave entire image as single file. Please avoid placing text on same lines;
- ▶ For banners and retractable banner stands please provide the necessary graphic bleed at bottom. For example, if your banner is 78.5” in high, please include the extra 6” of graphics for bleeding at bottom;

## Acceptable type files:

PDF (.pdf)  
Adobe Illustrator 2020 or older (.ai)  
Adobe Photoshop 2020 or older (.psd)  
Tagged Image File (.tif or .tiff)  
JPEG (.jpg)

**Please note:** a better image quality is often possible using PDF or other non-compressed file formats, such as .jpg or .tiff. Some of these formats may require editing or setting, hence setup charges may occur.

## Format

We prefer high resolution PDF files, and while we can accept other file formats, they may be subject to a file conversion fees. Note: Microsoft PowerPoint (.ppt), Word (.doc) and Publisher files are not accepted.

## Using Photos and Other Images

When using photos, logos and/or any other graphics on your designs, please be aware that low resolution images will not print properly, appearing fuzzy and/or pixelated. We advise that all raster images and graphics should be at 300 dpi minimum, unless if Large Format Printing.

## Colours

Printers works on CMYK colour patterns. To avoid color changes on your final project, please set up your design program for CMYK colour mode before starting your design, as documents created in RGB mode can cause different results than expected. Conversion fees will apply in case documents are in RGB.

**If you are not sure about your design file specs, please ask us for a template.**

**IMAGE**<sup>®</sup>

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