

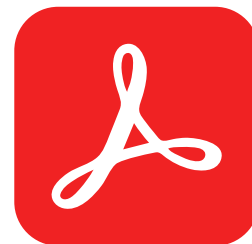
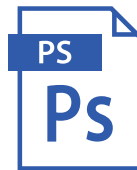
YOUR

IDEAS.

OUR

INK.

ARTWORK GUIDELINES



PRECISION IMAGES[®]
PROFESSIONAL REPROGRAPHICS



ARTWORK GUIDELINES

ACCEPTED FILE FORMATS

**FOR DIGITAL PRINTING ALL FILES SHOULD BE SUBMITTED
HIGH RESOLUTION TIF, JPG, PSD, EPS, AI, INDD, PDF**

Microsoft Publisher, Microsoft Word, and Microsoft PowerPoint files are not recommended for high quality print. For best results with these file types, convert to PDF format at 100% finished size.

- Art/graphics time will be billed if art files need to be corrected or altered to meet the guidelines.
- To avoid any additional charges, send print-ready files. Print-ready, high-resolution PDF files are preferred. Remember to include bleed area and crop marks, and keep image compression at high quality (JPG compression at maximum or very high quality).
- When sending source files include all supported files (fonts, linked images, etc.) We run Adobe Creative Cloud, InDesign, Photoshop or Illustrator files.

RESOLUTION

For optimum **LARGE FORMAT** digital print quality, all raster files (vector embedded or linked file) ideally should be 100 ppi (pixels per inch) at 100% of output size.

For optimum **FINE ART** or **SMALL FORMAT** print quality, all raster files (vector embedded or linked file) ideally should be 300 ppi (pixels per inch) at 100% of output size.

FONT SPECIFICATIONS

- All fonts must be converted to outlines, embedded in PDF files, or included with editable source files.
- Jobs with missing fonts cannot be completed; all jobs with missing fonts will be held pending submission of fonts, corrected PDF's, or source files converted to outlines.

PROOFS

- Supply a hard copy proof or a low-resolution PDF or JPG file for layout reference.
- For **large orders** and/or **critical color and quality**, an in-house test print is advisable. Speak to your sales representative to **request a proof print BEFORE FINAL output.**

COLORS AND COLOR MATCHING

- Files can be output as CMYK or RGB. All elements of your art file must be in the same color mode to ensure that there is no color shift.
- Files provided for **FINE ART REPRODUCTION** or **PHOTOGRAPHIC PRINTS** should be **RGB**.
- If Pantone colors are to be matched, specify when job is submitted. All Pantone colors must be properly identified in the art file.
- Color is not guaranteed on orders without indication of Pantone colors, supplied proofs or in-house test prints.



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PIXELS, DOTS & FILE FORMATS 101

WHAT'S A PIXEL?

Digital images are created through imposing a grid image; each dot has its own color, so when taken all together, they give the illusion of a continuous tone of colors. On a video screen, each individual dot is called a pixel (from "picture element"). The more dots or pixels there are in any inch (on screen or on a printed piece), the higher the resolution, and the better it will appear.

PPI VS. DPI

PPI (Pixels Per Inch)

measures of how many tiny bits of information are in a digital file image.

DPI (Dots Per Inch)

measures how many dots of toner/ink are in a printed piece. For general purposes, they are the same thing, and are often used interchangeably, but technically, PPI is a file resolution measurement and DPI is a print density measurement.

A **megapixel** equals one million pixels, contained in a square that is 1000 x 1000 pixels in size.

RESOLUTION

Screen resolutions are significantly lower than the resolutions required for quality printing. Most screens are 72 or 96 ppi. Print resolution ranges from 150 (photos in newspaper) up to 1200 dpi or higher for crisp, clear text or vector images. Standard for quality color printing is generally 300 dpi at final print size (not necessarily the size of the original image). For this reason, graphics from the Internet are unsuitable for printing; their low resolution causes them to print very poorly, usually blurred or jagged around the edges ("pixelated").

RGB VS. CMYK COLOR MODELS

RGB (red/green/blue) is the color space of video screens, which display by mixing colored light.

CMYK (cyan/magenta/yellow/black) is the color space of most printing processes, which display color by mixing ink or toner on a printed page.

For most purposes, leave image files in RGB.



PIXELS, DOTS & FILE FORMATS 101 (continued)

IMAGE FILE FORMATS (AKA RASTER FILE FORMATS)

Image files are grids of colored pixels; resolution matters with all image file formats.

TIF or .tiff (Tagged Image File) is most commonly used for high-resolution images. Compression in this mode saves disk space, but does NOT lose any information from the file.

JPG or .jpeg (Joint Photographic Experts Group) was created to provide compression for photographic images. It is the most common online file format. It is good for photos, but not recommended for graphics because it imposes digital "noise." Many digital cameras use this format.

GIF or .gif (Graphics Interchange Format) and **PNG** (Portable Network Graphic) are two other online graphic formats, more suitable for flat graphics such as logos and clip art. These files can have a transparent background, unlike JPG files which cannot have transparent backgrounds.

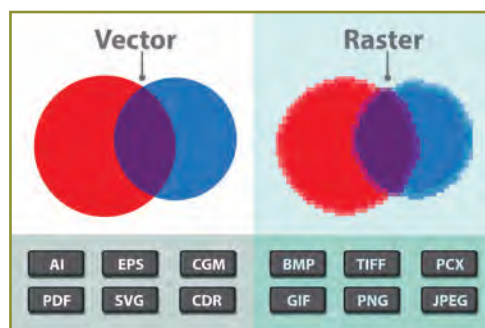
VECTOR FILE FORMATS

Unlike image files, vector files are defined by mathematical curves and lines filled with color, they don't have a resolution; they will print the same at any size. The same file can be used on a business card or the side of a bus with equal image quality/clarity.

EPS (Encapsulated PostScript) is the most common vector format. It requires professional graphics software to open. It is the format designers and printers generally prefer.

PDF (Portable Document Format) is the most common format for sharing files online and can contain both vector graphics and type and raster (image) information. It is often used for proofs. It must be prepared correctly in order to be used for professional printing.

AI (Adobe Illustrator) or **CRC** (Coral Draw) is a common file type for specific illustration software, which only opens with the software that created them.





ADDING BLEED TO YOUR PRINT-READY FILE

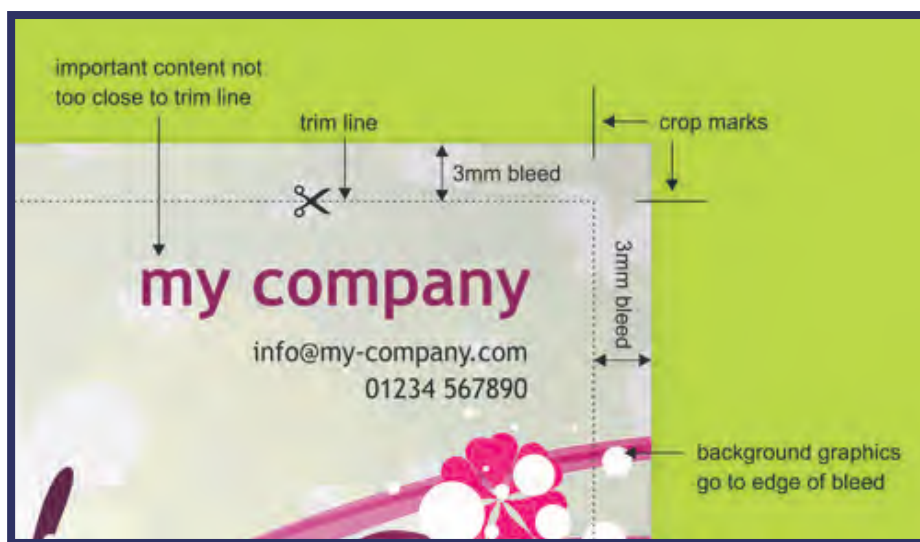
WHAT IS BLEED? WHY DOES IT MATTER IN PRINTING?

In printing, a bleed is printing that goes beyond the edge of the sheet after trimming. It is part of the background that will be trimmed off after the file is printed and cut down to the finished size. The bleed is an area where the document image is extended from one side of the paper to another without design elements or content in it.

If bleed lines for printing are not included in the document set up and your print-ready file, there is a good chance that there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece.

What Bleed Size Do I Use for Printing?

Setting up bleeds in major design programs like InDesign, Illustrator or Photoshop is simple. Bleeds of 0.125" are required on anything small like business cards, flyers, brochures, sell sheets, newsletters or booklets. For larger items such as custom signs, posters and trade show graphics, bleeds of 0.25" are optimal.





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INSTRUCTIONS FOR SENDING ARTWORK

UPLOAD AT WEBSITE: www.precisionimages.com



- If you are an existing user, click the "START PROJECT" button on our home page.
- For new users click the "SEND US FILES USER GUIDE" for instructions on how to set up an account and get started.

OTHER UPLOAD OPTIONS

SEND FILE(S) USING YOUR UPLOAD SITE.

- Contact Customer Service (csr@precisionimages.com) with any necessary information needed for us to download. (passwords, user names, etc)
- Contact Customer Service (csr@precisionimages.com) to alert us that the files have been sent and identify the upload site type.

EMAIL YOUR FILES

- Email files must be under 20MB.
- After you send the email to orders@precisionimages.com, contact one of our Customer Service Representatives to alert us that files have been sent. (csr@precisionimages.com)



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or if we can help you with a project,
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csr@precisionimages.com

or
call us at
503.274.2030

Our Graphics, Production, and Sales teams
will be happy to assist you.