

# Specifications for Supplied Artwork

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## INK JET PRINTS

Adobe Illustrator CS3

- *-All documents and placed art work should be set up at size at 100 dpi. If system or space constraints prevent this' then documents should be set up to scale.*
- *-Each panel should be set up with crop marks and bleeds. Crop mark's should be colored 'Registration' or use 100% value for C,M,Y and K. Bleeds should be set at 1/4" at size.*
- *-All fonts should be supplied or converted to outlines. Once fonts have been converted to outline, it is not possible to make edits, so a copy of the file with editable text should be retained.*
- *-All colors, including PMS and Spot Colors should be set to CMYK.*
- *-All placed images should be set to Bitmap, Greyscale or CMYK prior to being placed in Illustrator.*
- *-All placed images should be saved as TIFF or EPSs and should be supplied with the master file.*
- *-Files should be saved as CMYK, at size, at 100dpi. Note: Files for murals can become quite large (400MB or more). Please speak with someone from the Creative Department if system or space constraints prevent this.*

PhotoShop 6.0 and prior

- *-Preferred formats include EPS, PSD and TIFF. JPEG,BNP and GIF are also accepted, both of these formats use compression that will degrade the quality of your image. Please ask to speak with someone in the CreativeDepartment if you have any questions on a specific file use.*
- *-Do not use third party data compression utilities to compress files.*
- *-Do not set text in PhotoShop. At 100 dpi, text will be jaggy or stair-stepped. Instead, place your PhotoShop image in an Illustrator document and set your text over the top of the image.*