

Graphic File Submission Guidelines

Submit via Email or file transfer service like We Transfer if the file is large.

Acceptable File Formats

- We support both Mac and PC-based files created in current Adobe Creative Suite, InDesign (**InDesign PDFs must be flattened or rasterized**), Photoshop and Illustrator software.
- **Please Do Not Provide Files in the Following Formats:** Microsoft Office products and Corel Draw.

File Size / DPI

- Artwork should be built at 100-120 dpi at full size or proportionally scaled (i.e.: 200 dpi at 50% or 400 dpi at 25% of final output size). Do not submit files at greater dpi than requested — higher dpi does not result in better output.

Color Specifications

- **All files are printed as CMYK builds.**
- Please include a PDF, JPG or hard copy of your final layout to help confirm the composition of the file. If any fonts are linked incorrectly or missing or images shift, our graphics department will have an accurate map to reference.

Embedded Images

- **DO NOT EMBED images within your design.** Files should be layered and include a separate file or "**support file**" for every placed image. Embedded files cannot be checked for quality or adjusted for color and may act unpredictably when ripped at output.
- Whenever possible use vector-based formats for logos and other illustrated (non-photographs, or raster) images in your artwork.

Fonts

- All fonts **MUST** be converted to outlines. If fonts are not converted to outlines, please provide Macintosh or TruType fonts.