

# ARTWORK REQUIREMENTS

Each file should include a paper proof as a layout and color guide.

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## ACCEPTED FORMATS

### Software we support:

Adobe Illustrator® CS6 (or previous versions)  
Adobe Photoshop® CS6 (or previous versions)

### Art accepted in Mac or PC format on:

CD/DVD  
Email (compressed using WinZip/Stuffit, up to 10MB)  
Dropbox (contact [jennifere@oleecreative.com](mailto:jennifere@oleecreative.com) for instructions)

### Photographic Images:

TIFF, BMP, EPS, PSD, PDF formats. For best results, image should be at least 150 dpi at final size.  
*JPEG or website images are not recommended for large format printing due to low image quality.*

Include all images that have been placed or imported into the final layout of the file.

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## DESIGN SPECS

### Color:

Documents can be constructed using either the CMYK or RGB spectrum. If PMS (Pantone®) color match is required, please specify Pantone® colors in the file and on hard copy proof.

### Fonts:

Convert type to outlines (Illustrator®) and/or rasterize (Photoshop®). If the text needs to be edited, include a copy of the font suitcase (Mac) or TrueType font (PC) with the file.

### Scanned and Digital Photographic Images:

Images should be scanned or digitally photographed at 150 dpi resolution at the final size of printed piece.

*Electronic art which does not meet the above parameters may be subject to additional charges and/or delivery delays.  
All orders are subject to an additional hourly design charge if provided files do not meet artwork requirements.*

### What is resolution? How it affects your files.

In electronic imaging the measurement of printout quality for raster images is expressed as the number of dots per inch (dpi). Image resolution typically ranges from 72 dpi for screen viewing (low-res) to 720 dpi for professional printing (high-res). Generally the higher the resolution, the higher the quality of the output, and the larger the file size. If you have a low resolution image, or you “stretch” a small raster image into a larger size, the image will print with jagged edges and appear pixelated. Resolution and size are different, but proportional. For example, a 2”x 2” image at 300 dpi resolution will appear to be the same quality as a 4”x 4” image at 150 dpi. Every time you increase the measurements of a raster file, the resolution decreases accordingly.

**NOTES:** Once the resolution of a raster file is reduced it cannot be restored. Images from the Internet or any kind of web site are usually 72 dpi GIF, JPEG or PNG files, which *cannot be reproduced in large format printing due to the poor quality.* Color and resolution are removed from these images to allow rapid transfer through the Internet.

