



Explus, Inc. ART GUIDELINES

In order to help you obtain the best quality and lead-time, we have created the following guidelines to help you prepare your files correctly.

PROGRAMS ACCEPTED

We are on a Mac based platform – Please advise us if there were any special plug-ins used with any of these programs before sending files for production.

Adobe Illustrator*, Adobe Photoshop*, Adobe InDesign*

***Preferred programs** - There may be additional charges to set up non-preferred programs for production.

Other file extensions accepted: DWG, DXF, and EPS – **Please** consult with the graphics department before sending these file types, as some files are not suited for these formats.

TRANSFER MEDIA ACCEPTED

- CD, DVD, External Hard Drive with USB or fire wire connections. FTP site for smaller files.

Note: If you are using a PC, you must set your CD burning software to burn as a hybrid CD that can be mounted on a Macintosh.

IMPORTANT INFO

- It is critical that you supply us with hard copy prints from the files you send us. These are used for quality control and without them it is not possible for our staff to verify that all elements of your graphic panels have been printed correctly. PDF and a hard copy would be best.
- No two IMAGE or PRODUCTION files (photos, logos, etc.) should have the same name, even if they are located in different folders. However, the image files should have the same name as the production file associated with the images, and the production file name should match any drawings being followed for installation. If there are several images associated with one graphic, please label them with the graphic number, followed by letters of the alphabet (example: 1.01a, 1.01b, etc)
- Send only relevant files and relevant layers on a clean disk and print out a directory of the disk.
- Files should be set up at 100% of their final size. If this is not possible, please use a simple scale and indicate the final output scale on hard copies. (examples: file built at 25% or Print at 400%)
- Make sure all of the images are linked properly in the production file.
- When making a color palette: specify every color used in the panels. If a color is used at a percentage, it must also be reflected in the color palette so we can accurately print each color.

IMAGE RESOLUTION

- Resolution of all images should be at least 150 DPI at their final output size. Note that images must be scanned at a high enough resolution (simply increasing the resolution on a low-resolution file will not work.)
- Using a portion of an image: the portion (crop) will need to be 150dpi minimum at final size. It's easiest to just scan that portion, but please add a couple inches for bleed, so the area of the image you want shown will be seen and not cropped.
- **Upsampling** - This is when a low resolution image is saved to a higher resolution with no changes in dimensions. This process adds more pixels squares in an inch (dpi), but creates blurry images, ugly blocks of color, and high contrast in images. Upsampling will not produce clear and crisp printing results on a printing press. (Not recommended)

FONTS

- Mac users should include all font suitcases and video Postscript fonts that were used in the project including those used in linked images. Because licensing issues can come into play, it is recommended to convert type to **paths or outlines**. Outlines are also recommended to avoid all potential font issues. Depending on the program, specific attributes cannot be turned into outlines, please consult prior to outlining fonts.
- PC users should include all True Type fonts that were used in the project including those used in linked or embedded images. To avoid any font issues convert type to paths or outlines.
- Do NOT use font style attributes: if you want a Times Italic font you should use Times Italic and **NOT** Times with the Italic attribute.
- Please organize your fonts into one single font folder and create separate sub-folders for every font used in your project. If InDesign is being used as your primary program, consider packaging your files – it's an easy way to organize files.

PROGRAMS

ADOBE ILLUSTRATOR Guidelines:

- Specify colors using Pantone Coated Colors. If you specify Pantone Uncoated or Pantone Process Colors we will do our best to match them. Do not convert colors to CMYK or RGB values.
- Some transparency effects and shadows are not supported by many raster image processors (RIP). Before using these special effects in your layout, please consult with your Project Manager or Graphics Coordinator.
- To avoid potential font problems, it is recommended to convert your text to outlines.
- Images need to be *linked* in the layout software and NOT parsed or embedded.
- Any linked images must be included on your job disk.
- A .25"(minimum) inch bleed must be added to a graphic panel's perimeter. Please include the bleed inside the document set-up area.
- Crop marks indicating the finished size of a graphic panel or mural must be included inside the document set-up area.
- Use the CMYK color space (unless final output is lambda, in which we use RGB).
- Please make your document set-up area the same size as your final panel size so that crop marks are automatically added at the time of printing. If you work at half scale, your document set-up area should be half the size of your final panel. For example, if you are working at a 100% scale and your panel is 20" x 28", your document set-up area should be 20" x 28"; if you are working at half scale and your panel is 48" x 48" your document set-up area should be 24" x 24". Scale should be noted within the file.

ADOBE PHOTOSHOP Guidelines:

- If you have made color corrections (example: levels, curves, etc) it is best to supply us a layered (not flattened) PSD file. It will enable us more flexibility in the event that your files require some color correction. If you have not done any color correction to your files, a flattened Tif is acceptable.
- PMS colors and values from Photoshop will print differently than InDesign or Illustrator, therefore avoid using a half and half blend (image from Photoshop blended into a color block in the other design programs)
- Please avoid JPEG and LZW compression – it cuts down on the color and resolution information we receive.
- Image resolution should be set according to the product application. As a general rule of thumb, the following guidelines can be used: images viewed from a distance of more than 5 ft should have a resolution of 50 dpi; images viewed from a distance of less than 5 ft. should have a resolution of 150 dpi and above. *it is always good to check with the graphics department if you are unsure about an image.
- Use the CMYK color space (unless final output is lambda, in which we use RGB). All solid black (type or other vector graphics) must be 100% Black. (C=100% M=100% Y=100% K=100%)
- If unpixelized text is required, text elements should be added in a layout program (Illustrator or InDesign) instead of in Photoshop. If you need to place text elements in Photoshop, text layers must be rasterized or else the fonts specified may not print correctly.
- When creating a monotone, a duotone, or a tri-tone, please use Pantone colors and do not alter the color name. Remember, it's best to choose PMS Coated Colors and provide these files in a psd layered file.
- A .25"(minimum) inch bleed must be added to a graphic panel's perimeter, please include the bleed inside the document set-up area.
- Crop marks indicating the finished size of a graphic panel or mural must be included inside the document set-up area.

ADOBE INDESIGN Guidelines:

- Specify colors using Pantone Coated Colors. If you specify Pantone Uncoated or Pantone Process Colors we will do our best to match them. Do not convert colors to CMYK or RGB values, they will not show up the same on your printer or screen, as they will ours.
- Images need to be *linked* in the layout software and NOT parsed or embedded.
- A .25"(minimum) inch bleed must be added to a graphic panel's perimeter, please include the bleed outside the document set-up area.
- Please make your document set-up area the same size as your final panel size so that crop marks are automatically added at the time of printing. If you work at half scale, your document set-up area should be half the size of your final panel. For example, if you are working at a 100% scale and your panel is 20" x 28", your document set-up area should be 20" x 28"; if you are working at half scale and your panel is 48" x 48" your document set-up area should be 24" x 24". Scale should be noted within the file.
- Crop marks indicating the finished size of a graphic panel or mural must be included inside the document set-up area.