

Artwork Specifications

We will provide you with the highest quality product in a timely manner. Following these specifications will ensure that we meet your deadlines and provide you with the best possible product.

Acceptable Software

Adobe Illustrator
Adobe Photoshop

File Types

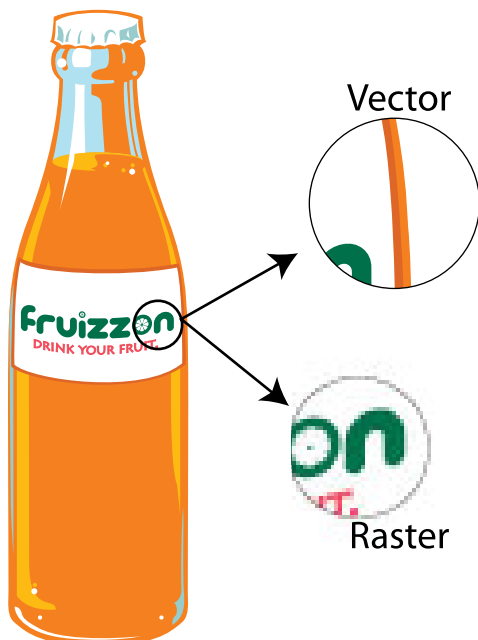
Vector Artwork: is an image created of points and paths. This results in artwork that is editable, scalable, and able to be separated for spot color reproduction.

Common formats include: .eps and .ai

Raster Artwork: is an image created of many pixels. This results in artwork that is not editable, scalable, or able to be separated for spot color reproduction.

Common formats include .tiff and .psd
Please include layered files.

* Vector artwork is the preferred for large format printing



Fonts

Be sure to include all fonts files used in the creation of your layouts or simply convert your type to outlines to avoid any issues with missing typefaces.

Size & scale of artwork

We prefer to have files set up at full or 10th scale.

Please submit artwork via:

- CD or DVD
- Upload files under the knowledge center at DIGraphics.com
<http://www.digraphics.com/customer-uploads.php>

Resolution

Preferred resolution for raster artwork is between 70-100 dpi at full size. Please contact the creative department if your artwork is lower.

Compute your own resolution

Example: a 700 dpi image is placed in a layout at 10th scale, when it is blown up at 1000% to actual size it is 70 dpi.

$$700\text{dpi} \times 1000\% = 70 \text{ dpi (ideal)}$$

$$300 \text{ dpi} \times 1000\% = 30 \text{ dpi (too low)}$$

Text Viewing Distance

Viewing distance is one of the most important factors needed to determine the correct size of text

2" font size = 100' viewing distance

4" font size = 200' viewing distance

8" font size = 400' viewing distance

DI·Graphics

Powered by  Implementix

1-800-433-2257

marketing@digraphics.com

digraphics.com