

Digital Artwork Preferences

Formats for Full Color Digital Printing

Adobe Illustrator CS3 or earlier
Adobe Photoshop CS2 or earlier
PDF Bitmap
EPS Tiff

Must be supplied to scale and proportional to the final output.
For vehicle wraps and large graphics, using 1/10th scale at 720 dpi should be sufficient.
For smaller graphics, create full size files at 150 to 300 dpi.
Confirm that all attached/linked images accompany the composite file.
Make sure bitmap images are large enough and high resolution.
Color paper print must accompany all art files.
Scan resolution formula:

$$\frac{\text{Finished graphic width (inches)} \times \text{Finished graphic resolution}}{\text{Original artwork width dimensions (inches)}} = \text{Scanning Resolution (dpi)}$$

Color adjustments are more easily made if files are not flattened.
If PMS numbers are to be matched, eps files with vector objects are the easiest to adjust.
Assign objects the desired PMS solid coated fills.
Digital printing simulates Pantone colors and as such are not an exact match.
Files larger than 1 Gigabyte are usually not necessary and may slow file processing times.
Please call if you plan to send larger files.
It is helpful to also include a low resolution jpg of the finished graphic.
“Ready to Print” files mean that you have checked the artwork for accuracy and we can move straight to printing without file manipulation. Proportions, size, resolution, etc. are all assumed to be correct.

Formats for Computer Cut Vinyl or Screen Printing

Adobe Illustrator CS3 or earlier or PDF created from Illustrator
EPS Omega Composer 2.6 or earlier

Convert all objects/text to vectors.
If text is not converted to vectors, include true type fonts.

Acceptable File Transport Methods

Files smaller than 4 Mb may be emailed.
3.5” Floppy Portable Hard Drive with usb
CD DVD

An FTP site is available and may be suitable for some projects, please inquire.

A color proof print should accompany all art files.

