



File Specifications

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Guidelines When Submitting Graphic Files:

Production Ready Setup Files should be sent print-ready, at 100% scale and all elements placed. File editing services are available at \$75hr.

- Please convert fonts to outline or curves and/or be sure to include the screen and printer fonts with your graphic files.
- PMS or customer colors must be specified in the file (they will print as CMYK).
- All art on disk or sent electronically should include a hard copy layout.
- If your design includes a die pattern, please include a printout of the design with the die pattern clearly noted.
- If your files are not actual size, please indicate the scale in which they were produced or the finished size.

Setup Guidelines:

Bleed: Include at least 4 - 6 inch bleed past the finished size.

Links: Include all placed or linked files, even if the files are embedded.

Fonts: Include all fonts used on the graphic even if all the type has been converted to outlines (as a precaution).

Color Format: Convert all RGB files to CMYK and if possible, submit a layered version of your file to assist in color correction.

Inks: Rich Black (Graphics Standard) - C-30/M-30/Y-20/K-100

Applications and Formats: Design & Compression Software - All software versions are current and Mac or PC compatible.

Adobe Illustrator: .ai, .pdf or .eps. layered, CMYK, include ALL FONTS and linked images used in a separate folder.

Adobe Acrobat: .pdf

Adobe Photoshop: Layered: .psd, .tiff, .psb, CMYK, include ALL FONTS and linked images used in a separate folder.

Unlayered: .tiff or .jpg, CMYK can only be sent at finished size @ 72 - 90 ppi

(These format are acceptable ONLY if they are PRESS READY and not to be altered in any way)

Adobe InDesign: .indd, CMYK, include ALL FONTS and linked images used in a separate folder.

CorelDraw: .cdr files are acceptable, layered, CMYK, include ALL FONTS

It is recommended that you compress your files before transmitting them to us using Stuffit, WinZip or another application to create a .zip, .rar, .hqx or .bin file.

Document Setup (Vector Files)

- When using vector-based programs such as Illustrator or CorelDraw, files should be built as close to a 1:1 ratio as possible, not going under 1/8 scale. This reduces the amount of magnification to your file in the RIP stage.
- Gradients tend to BAND when created in a vector based program, so if possible create any gradients in a raster based program such as Photoshop and place them into your document.
- If your files include placed images, the image files must accompany the parent file when sending to us.

Document Setup (Raster Files)

Being a raster-based program, text lacks clarity and sharpness, so we recommend building a composite file by placing your raster images in your vector program containing your type and graphics.

- When using raster-based programs such as PhotoShop, ppi is the most common problem.
- These are some suggested recommendations for file setup: 1:1 Scale % 50-75 ppi 1/2 Scale @ 100-150 ppi 1/4 Scale @ 200-300 ppi

Preferred Method of Sending Files

Third-Party Service: A 3rd Party service like DropBox.com may be used (send to this email info@designerwraps.com).

Email: If file size is 10MB or less, you may email the files.

DropBox or FTP request: Please e-mail us at info@designerwraps.com or call 856-265-0700 for instructions.

For Fast Turn Around Please Use The Third Party Service.

Need help, please e-mail us at info@designerwraps.com or call 856-265-0700. ~ Visit our website: www.designerwraps.com