Guidelines When Submitting Graphics Files:

Production Ready Setup Files should be sent production ready, at 100% scale and all elements placed. File editing services are available for a fee of $75.00 hour.

- Please convert fonts to outline or be sure to include the screen fonts and the printer fonts with your graphic files.
- PMS or custom colors must be specified in the file.
- All art on disk 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.
- Please include a hard copy list or directory structure of the files being submitted.
- 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 2 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.

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.

Preferred Applications:

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

Adobe Acrobat: pdf

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

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

Unlayered: .tiff, .jpg or .eps, CMYK can only be sent at finish size @ 50-75 ppi.

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

Acceptable Applications:

- CorelDraw   • Quark Xpress

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

Acceptable Types of Storage Media For File Submission

- CD-ROM, CDRW & DVD   • Memory Sticks   • Portable Hardrives   • Flash Drives

Document Set-Up (Vector Files)

- When using vector-based programs such as Illustrator, 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 on your disk.

Document Set-Up (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 a vector program containing your type and graphics.

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

Preferred Method of Sending Files

When sending job files to Designer Wraps (by US MAIL, FED-X, UPS, DHL, etc..); Include a full color printout (hardcopy) along with your storage media.

Enclose a separate document with the following information: *Send only the files necessary to produce your job.*

- Your company name, address and phone number
- Contact person
- File name and size of file.

- Designer Wraps sales representative/contact person
- Designer Wraps quote number if applicable

Address Attention to:
Designer Wraps
PO Box 904
Millville, NJ 08332

Contact Designer Wraps / Sign Media Group:
If you have any questions that are not answered here, please contact us
Phone: 856-265-0700
Fax: 856-204-0537
Web: www.designerwraps.com

Acceptable Method Of Sending Files

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

E-Mail: Files may be e-mailed only if the file size is 5MB or less.

FTP: 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.

Stand Out.
Look Good.
Be Seen.SM

Need FTP Support, please e-mail us at info@designerwraps.com or call 856-265-0700.