

DecoTherm™

Digital Artwork Guidelines

Digital Artwork Specs

A digital file is preferred for submission of your graphics file. This will allow us to output your files to proper specifications and if necessary make adjustments or corrections that may be needed. If you prefer to supply a hard copy, you may incur additional Art Charges.

- Please prepare your images as **Vector Images** whenever possible.
- For Bitmap (Raster) Images, resolution must be sufficient to produce a file at **120 pixel per inch** or greater at the final image size to ensure proper output quality. We will resize images as needed at no extra charge.
- Convert all fonts to Outlines, or Curves
- Image files can be saved and supplied in the native file format of the following desktop software programs:
Adobe Illustrator - Mac or PC, Version CS or below.
Adobe Photoshop - Mac or PC, Version CS or below.
Corel Draw – PC Only, Version 8 or below.
- Files can also be supplied in any of the following formats:
EPS, TIFF, JPEG/JPG, DWG, DXF, WMF

Preparing files for Disk or Transfer:

- PC files over 1MB must be compressed using WinZip before submission.
- All Macintosh files (fonts and images) must be compressed using *Stuff-It* before submission.
- Include separately all fonts (screen and printer) in cases where any editing of the image is desired.
- Include a black & white or color laser copy of the digital file
- Include a directory printout of what is on the disk

For Images with Colors:

For images with color please follow the listed guidelines above, and provide us with the original file for reference, plus color separations for printing. You are allowed up to 3 colors per image.

The following is the proper way to prepare color image files:

- Files must be prepared for CMYK process printing.
- Each color must be rendered as one of the following color channels: Cyan (C), Magenta (M), or Black (K). **DO NOT USE** the Yellow Channel (Y) as one of your color separations, this channel is used specifically by our graphic artists for decal output. (You can still use the color yellow but do not allocate it to the Y channel.)
- Please specify which color is to be represented by a particular color channel in the design.
- When sending your color separated artwork, please use the following format to indicate which spot color is associated with a particular channel:

SAMPLE IMAGE_WHITE_C.ai (File Name_Ink Color_Color Channel Cyan)

Files meeting the above criteria, and which are suitable for use with very little manipulation will not incur art charges.

Camera-Ready Artwork

Camera-ready artwork is defined as **professionally produced black, clean edge copy** suitable for scanning, where minimal design and clean-up is required to achieve professional quality digital results. Additional Art Charges will apply.

Sketches and Other Formats

Sketches, faxed or low resolution or unusable digital artwork will be accepted, but will incur additional art charges. Please ask for a free estimate if you do not have high-resolution digital artwork.

To ensure accuracy and eliminate delays, all artwork sent via mail or email must be labeled relative to P.O. Number/Line Item of respective DecoTherm order