

ARTWORK REQUIREMENTS

Software

We support only PC based files

Photoshop CS5 - All versions up to CS5. Include all layers, paths, channels, links and fonts.

Adobe Illustrator CS5- All versions up to CS5. Convert text to outlines, include all linked images (Do not embed images).

The programs below are not recommended for large format printing and may not reproduce correctly. Please export the file as an EPS or high resolution (High Quality Print setting) PDF Suitable for large format printing.

In-Design CS3 - All versions up to CS3, Include all layers, paths, channels, links and fonts.

Convert text to outlines: include all images (Do Not Embed Images) save as a press quality PDF.

Quark Express - Use the "Save page as EPS" feature under the file menu. Open EPS in Illustrator and convert text to outlines, include all images (Do Not Embed Images).

NOT Accepted:

Microsoft Word
Microsoft Publisher
Power Point

Flattened Files

Flat files cannot be modified at out facilities except for global color changes (ie. brightness, contrast). A flat file is useful to verify layout and position but is not recommended as a print file. There can be no guarantee of output using flattened files. Reprints of flattened files will not be authorized.

Color Matching

Due to different printers, ink and media, not all colors can be precisely duplicated. We will do our best to come as close as possible to the colors you request. We cannot guarantee exact color matches. We strongly recommend ordering a printed hard copy proof to approve any color matches.

If your project requires a Pantone color match, please reference a Pantone Solid Coated chart and make sure the color is included in your file. You may also send us a printout as a guide. Color matching and print proofs will add extra time to production. Please plan accordingly.

Color Matching Previous Prints

Digital printers print color differently from day to day. If you are ordering a print that needs to match one previously ordered, we must have the previous print back to color match. While there is no way of guaranteeing an exact match, having the previous print to reference is critical.

Line Art / Vector Art

The preferred format for Line Art or Vector Art is an Adobe Illustrator .AI or .EPS file with the following additional information:

*Convert text to curves to avoid missing fonts. If you must send fonts, PC only.

*Send files as RGB

*You may include some external reference to color such as a printed proof or vinyl match if no PMS information is available.

*Include nested images.

*In files of line art combined with images, please include an ADOBE ACROBAT PDF file, a JPEG file, or a printed proof for position only.

*Do NOT use PDF's as production artwork.

Images / Photos

The preferred format for an IMAGE or PHOTO is an Adobe Photoshop .TIF file with the following additional information:

*When saving a TIF out of Photoshop, select the PC FORMAT option.

*Use LZW compression to reduce file size.

*Send files as RGB

*Please consider the size of the file. Bitmap Images that will be ENLARGED for printing will need to be printed at approximately 100 dpi ACTUAL PRINT SIZE/

(Varies with size of output. Large banners viewed from a distance will use lower DPI)

Resolution

Optimal results are achieved with images printing between 120-180 DPI at final size. DO NOT rez-up images:

this only pixelates the image more by adding artificial pixels. Please submit images at full size.

JPEG files copied from the internet (or web site) are NOT acceptable.

Client Supplied Files

The client or client hired graphic artist must follow guidelines, Files supplied by the client or client agency will be pre-flighted for correct sizing and bleeds only. It is vital that the client or agency is aware of image resolution issues prior to sending their files for print. While we might bring up resolution issues it is not our responsibility. Files printed with resolution issues caused by poor image quality will not be reprinted. Please check your files prior to submission and order hard proofs for images in question.

We strongly suggest color hard proofs on the material prior to printing. While at an added cost and production time, proofs are the ONLY way of making sure coloroutput is acceptable. Clients who waive hard proofs for any reason also waive their right to reprints, E-proofs supplied via email are not considered hard proofs, E-proofs are to be used for placement only, not for color or resolution.. Clients are responsible for checking e-proofs for spelling and grammar errors, E-proofs approved by clients with errors will not be reprinted free of charge.

Please check your proofs carefully.

Tips for Graphic Artists

Large format graphic creation can be difficult due to issues with file size and ability to find images at a high enough resolution that look good at final size.

Here are a few tips:

Use Illustrator and make vector based output. Create images and link them into the document. We can not guarantee color on flattened files.

Specify critical PMS colors in the vector file using the PMS solid coated color chart. Files that cannot be manipulated cannot be color matched.

Transparencies viewed on monitors will differ from printed output. We suggest hard proofs when transparencies are being used. Please note that color matching transparencies are not possible.

Using even simple text/graphics effects on large files can create massive file sizes making even the smallest edit take hours. Edits needed on our end could accrue art charges.

Create all art to size and check resolution. Most mistakes with resolution come from files reduced to a percentage causing resolution issues to go unnoticed. You are responsible for image resolution.

If your file is over 1 gigabyte, simplify your design using more vector output. It is your responsibility to understand our requirements.

We are here to answer any questions you have.

C R A N B R O O K
SIGNS

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