

ARTWORK GUIDELINES

ACCEPTABLE FILE FORMATS

- Illustrator Creative Cloud or below
- Photoshop Creative Cloud or below
- InDesign Creative Cloud or below (not preferred)

Photoshop and Illustrator files are preferred, as they are more suitable applications for large format printing. Art time will be charged if files need to be fixed or altered to meet guidelines. When sending files, please be sure to include all support artwork (fonts, linked images, etc.). Please note that Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. Photoshop is preferred when using these special effects.

FONT SPECIFICATIONS

Fonts must be converted to outlines.

COLOR SPECIFICATIONS

All files are printed as CMYK format. Please send files with a CMYK build. Please provide a PDF layout or hard copy proof of the files being printed. If Pantone colors need to be matched please specify on purchase order or hard copy reference. All critical Pantone colors need to be called out in the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified. Please feel free to submit catalogs, brochures, printed proofs, etc. to use for a color reference. If color matching is required for Photoshop files please provide a layered file. If color matching to existing graphics, we will need those back to review. Please contact your sales representative for an order number. Orders without indication of Pantone colors supplied proofs or requested hard copy proofs are NOT guaranteed for color.

RESOLUTION

All files are printed as CMYK format. Please send files with a CMYK build. Please provide a PDF layout or hard copy proof of the files being printed. If Pantone colors need to be matched please specify on purchase order or hard copy reference. All critical Pantone colors need to be called out in the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified. Please feel free to submit catalogs, brochures, printed proofs, etc. to use for a color reference. If color matching is required for Photoshop files please provide a layered file. If color matching to existing graphics, we will need those back to review. Please contact your sales representative for an order number. Orders without indication of Pantone colors supplied proofs or requested hard copy proofs are NOT guaranteed for color.

VINYL CUT GRAPHICS

Artwork must be set-up as vector files with fonts converted to outlines for all cut vinyl. Please specify manufacturer and color number for solid color vinyl or PMS color for digitally printed and cut vinyl.

SUBMITTING ARTWORK FILES

Files are accepted by Email (up to 5MB), FTP site, DVD and CD. Files can be uploaded to:
http://www.isg-nc.com/products_services/send_file.html
Please reference the FTP site guidelines for more information.

IMPORTANT TURNAROUND TIMES

The quality of the artwork will affect the time it takes to prepare files for print. The art department requires 24-48 hours to prepare proof once the order and artwork have been submitted. Electronic proofs are sent for all graphic jobs. Hard copy proofs are sent upon request with an additional charge and will also require one extra business day for turnaround time. All proofs must be approved by 12:00pm noon Eastern Time in order to be considered a production day.

All quoted production times are based on graphic proof approval.

FTP ACCESS SITE

We provide an FTP site to upload files quickly and at no additional cost. The site can be accessed through a web browser. Please read below for detailed instructions.

1. Please place all art files in a folder. Please name the folder by client name and purchase order number.
2. Compress files using software such as WinZip or StuffIt. All compressed files must be under 500MB.

3. Access the FTP site by web browser.

WEB BROWSER

Address: http://www.isg-nc.com/products_services/send_file.html

Your name

Company name

no user ID

no password

4. When the transfer is complete, please send an email to your designated Art Assistant and Sales Representative with the file name and any other critical graphic information related to the job. All orders should be placed with your sales representative.