

PRODUCTION READY Electronic Files

WE ARE **MAC PLATFORM/PC COMPATIBLE**

WE SUPPORT THE FOLLOWING SOFTWARE:

- ▼ QUARKXPRESS 5.0
- ▼ ILLUSTRATOR 10.0
- ▼ PHOTOSHOP 7.0
- ▼ InDESIGN 2.0

To help ensure smooth and timely production of your project, we recommend these guidelines be followed whenever possible. If all required elements are not included on your disks, and your files are not ready to print, your job may be delayed. Files not properly prepared, and/or missing support files, can lead to increased cost and/or decreased quality.

Please feel free to call our Graphics Manager, Adam Barratt at 303-698-3964, any time if you have questions.

❑ Color matching IS NOT CONSIDERED PRODUCTION READY AND IS NOT INCLUDED IN **PRODUCTION READY PRICING**.

If specific color matching is required, please speak with your account executive for pricing.

❑ BUILD LARGE MURALS IN **PHOTOSHOP** or layout in **QUARK**. Do not build murals in Illustrator/placed Hi rez images cause problems through our rip. **PHOTOSHOP** is better suited to handle drop shadows, and other special filters at larger sizes. Copy and paste your complex vector art into **PHOTOSHOP**.

❑ If you use **FREEHAND** save files as **ILLUSTRATOR EPS** with **ALL** text **OUTLINED**.

IMPORTANT FOR ALL FILES:

- Save your final file as an EPS.

IF PC PLATFORM--SAVE AS MACINTOSH 8 BITS

(this is an option when you save as eps)

- VERIFY ALL GRAPHIC SIZES!
- Files can be built proportionally to final output.
EX: file at 100% is 30x40 150 ppi, doc at 50% would be sized 15x20 300 ppi.

REMEMBER TO INCLUDE THE FOLLOWING:

A printout COLOR or B/W of art submitted!

- Please convert all fonts to outline or include screen and printer fonts, including fonts used in inked EPS files.
- Indicate actual size of image and ANY cropping information.
- Include all high resolution images (100% size at 150 ppi).
- EPS vector art files for all logos (exception: logos with photos placed-(but placed photos must still be 150ppi @ 100% of final output size).
- Organize files into folders: layout, fonts, support images.
- Please print disk contents.

Example of Submitted Files



PREF form revision 9/4/03

Files that should be submitted to us.

*Final EPS can be -Photoshop EPS -Illustrator EPS -Quark EPS

• If you have files that need to remain on the disk but are not needed, place in a folder labeled "Do Not Use".

QUARK

ILLUSTRATOR

- Create proportionally to final output.
- Link all placed images.

VINYL

- Minimum height of letters 1/2" min

ENGRAVING (METAL)

- Call Adam 303-698-3964

DIMENSIONAL LETTERS

IN-HOUSE CNC CUTS (standard)

- Width of letter 1/4" min, Height 3" min,
- Thickness 1-3/4" max.
- Punctuation OK within these parameters.

- Save ALL files as an EPS vector art file.
- Text and designs, please view as "outline" and delete any extra lines or paths.
- Any "lines" drawn with the pen or pencil tool, need to be converted to an outline.

Smaller widths can be achieved with special ordering. Please call Adam Barratt for additional information 303-698-3964.

PHOTOSHOP files/MURALS

- PHOTOSHOP files should be created at 100-150 ppi at final output size. (This applies to all images in your layered Photoshop doc).
- Yes your file will be huge!

TIP- Save file as PSD EPS -ENCODING jpeg max quality to reduce file size.

- COPY AND PASTE Vector files (lines, boxes, complex shapes etc from Illustrator into Photoshop.

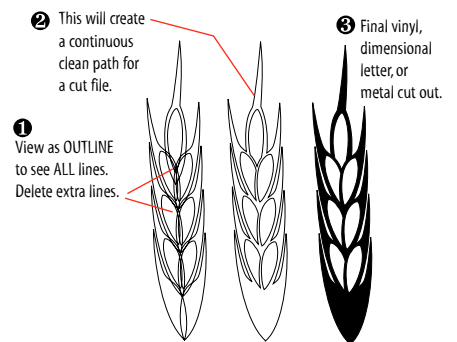
FABRIC FILES

- Create images at 75 ppi of final output size.
- File should be CMYK color.
- Blacks should be 100% K.

ILLUSTRATOR/FREEHAND

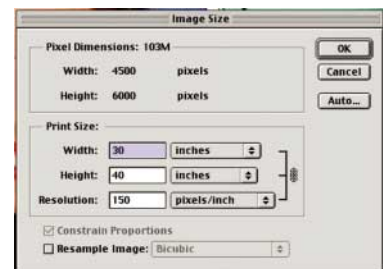
Vector CUT Files

Vinyl, Engraving, Dimensional Letters



PHOTOSHOP

Final Output Size



Photoshop images should be 100-150 ppi resolution at final output size.

Increasing the resolution of a small image by just changing the number in Photoshop may result in a "soft image" and loss of definition.

100-150 ppi depends on your image... The lower resolution is for images that are softer with less detail.

Condit strongly recommends you request a proof from your output printer in order to assure colors and text look to spec. If a proof is waived, Condit is not responsible for the outcome of your print.

CONDIT
EXHIBITS

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