

ARTWORK GUIDELINES

PRODUCTION-READY FILES

- To be considered production-ready, art files must be created and saved according to the specifications outlined in the Checklist below.
- Any services required to make your file production-ready are billable at \$65/hour (1/2 hour minimum).

| CHECKLIST | |
|--------------------------|-----------------------------------------------------|
| <input type="checkbox"/> | Resolution Should Be 100 dpi at Full Size (100%) |
| <input type="checkbox"/> | Final Image Size Must Match Quoted Size |
| <input type="checkbox"/> | TIFF, EPS or High Resolution PDF File |
| <input type="checkbox"/> | CMYK |
| <input type="checkbox"/> | No Layers (Flattened) |
| <input type="checkbox"/> | PC Format |
| <input type="checkbox"/> | Supply Print-Out of Each File with PMS Colors Noted |

Use this checklist to **avoid additional charges.**

PREFERRED APPLICATIONS FOR DESIGN

Application

Illustrator
PhotoShop

ONLY ACCEPTABLE FILES FOR PRODUCTION

Output File Format

.eps (converted to outlines), .pdf
flattened .tif, .pdf

PERMITTED APPLICATIONS FOR DESIGN

Application

Corel Draw
FreeHand
InDesign CS
Quark Xpress
Other Graphic Files

ONLY ACCEPTABLE FILES FOR PRODUCTION

Output File Format

.eps (converted to outlines)
.eps (converted to outlines)
.pdf
.pdf
.eps, .pdf

NOTE: Please call for specific information.

UNACCEPTABLE APPLICATIONS

Microsoft Word, Microsoft Powerpoint, Microsoft Publisher – These are not suitable for printing.

FILE FORMATS ACCEPTED *ONLY IF WE ARE MODIFYING DESIGN*

File Extensions

.psd
*.ai
*.cdr
*.fh

File Type & Associated Programs

Native **PhotoShop** Document
Native **Adobe Illustrator** format
Native **Corel Draw** format
Native **FreeHand** format

Vector Art

Outlines Recommended
OK
OK

UNACCEPTABLE FILE FORMAT

.jpg

(jpeg) **Joint Photographics Experts Group**
Compressed file format, *usually for web use*

* These files may incur ADDITIONAL COSTS. Please call for specific information.

COLOR MATCHING:

When color matching is a critical concern, please provide a PMS color or a printout. Colors will be matched as closely as possible.

TEST PRINTS

Test prints may be requested for proofing. For digital prints: a 6" high horizontal strip (or two 3" high strips) of the image printed at full size. For fabric prints: approx. 10"x20" strip. You may select the portion of the graphic to be printed. Cost is \$75 and includes Standard Overnight shipping charges. Test prints will add a minimum of 3 days to job turnaround time.

PRODUCTION TIME

- When placing your order be sure to provide an accurate due date.
- Standard turnaround for *digital graphics* production is 6-10 working days (depending on production schedule) from date of receipt or final approval of all production-ready files. Every effort will be made to meet deadlines without charging rush fees. However, if a job must be completed in 5 days or less and requires additional shift or overtime, 25% rush charges will apply. *Please be aware that we cannot guarantee the quality or durability of jobs completed in less than 3 days.*
- Standard turnaround for *fabric graphics* is 13 working days from date of receipt or final approval of all production-ready files. If job must be completed in fewer than 13 days, a minimum of Standard Overnight rush shipping charges will apply.

SENDING ARTWORK

E-mail Artwork: file less than 5 MB can be emailed to your project manager or to design@purpose1.com

Disk Artwork: CD-R & DVD media

NOTE: When e-mailing artwork or providing artwork on disk, please include:

- Company Name and Job Name
- List of file names
- Format saved in
- Printout proof of all files on disks

FTP: For large files

<ftp://www.purpose1.web.aplus.net>

User name: p1clients

Password: artwork

1. Upload artwork into folder with a clear and identifiable name.
2. Email small PDF proof to project manager and let them know artwork has been uploaded.

QUESTIONS?

Please call our Design Department at 717.232.9077 or 800.318.9070.

You may also e-mail questions to design@purpose1.com.