CREATIVEFx™
Custom Window Films

FILE PREPARATION
INSTRUCTIONS

ACCEPTED FORMATS

ILLUSTRATOR .AI .EPS
The preferred format for graphics to allow the greatest flexibility for sizing files without loss of quality.

- Include ALL placed images or embed them in your file
- Include ALL fonts or convert to outlines

PHOTOSHOP .PSD .TIF .EPS .JPG
- Save as CMYK

INDESIGN .INDD
- Include ALL fonts and placed images

ACROBAT .PDF
- Embed ALL images and convert fonts to outlines before exporting
- Export with "PRESS QUALITY" settings
- Save as Adobe Acrobat 5 or higher
- Include crop marks and bleeds
- Set image export to "300dpi"

WE DO NOT ACCEPT NATIVE FILES FROM:

CorelDRAW .cdr .cda

QuarkXpress .qxd

MS Publisher .pub

MS Word .doc

MS Powerpoint .ppt

MS Excel .xls

HOW TO SAVE/EXPORT FROM PROGRAMS ABOVE

- Files MUST be exported/saved in an industry standard format at high resolution .EPS .AI .PS .PDF before sending
- Include ALL placed images or embed them in your file
- Include ALL fonts or convert to outlines

PROOFS
We require a .PDF or .JPG of the final artwork along with the exact size(s) noted to ensure that the final digital output matches your original file.

A pre-flight file prep fee will be charged as additional for all provided artwork files to ensure proper setup for production. If a pre-production digital or physical proof is required, an additional fee may also be applicable. In the event you are unable to provide us with a print-ready file that meets all of the listed requirements, graphic design assistance is available. A design estimate will be provided on a per project basis.

FILE SCALE
Setup document at 25% scale of actual size.
Example: 24"w x 48"h sign = 6"w x 12"h document.

BLEED
Minimum of 1/8" bleed is required on all sides or shapes.

CUT PATH
Keep text 1/4" from cut path.

ILLUSTRATOR & INDESIGN Include a 1pt cut path in a SEPARATE LAYER of the file.

PHOTOSHOP Include a 1pt cut path in a SEPARATE FILE.

IMAGE RESOLUTION
.JPG .BMP .GIF are formats typically formatted for web graphics. These can only be accepted if the resolution is as noted below.

All images and scans must be supplied or embedded in file. The photo resolution MUST be a minimum of 700dpi at 25% scale for high-end printing. Any art or images must be placed in at 70-100% scale.

DIGITAL PHOTOGRAPHY
For digital photos, your settings must be set at the highest resolution. Photos under 5MB typically do not work for large format output. If you have a small digital file, DO NOT open the photo in a photo editing program and change the resolution (dpi) to make the photo larger. There is no way to ADD resolution to a photo already taken. Please retake the photo.

FONTS
ILLUSTRATOR Convert fonts to outlines or paths.

INDESIGN Provide both screen and printer fonts (in suitcases).

PHOTOSHOP Resolution MUST be 700dpi at 25% scale for our high-end printing in order to keep the text looking as clean as possible. Flatten or rasterize text whenever possible.
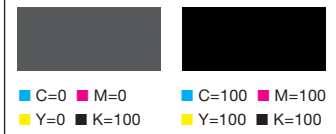
COLOR MATCHING & COLOR MODE
Color critical files must use Pantone Coated colors in the file and be specified at time of upload so we can achieve the closest match possible. Our printers require the color mode to be set to CMYK.

RICH BLACK
To achieve the richest black, you must set the CMYK values to

C=100 / M=100 / Y=100 / K=100.

100% black will print as gray.

HOW BLACK PRINTS

C=0 ■ M=0	C=100 ■ M=100
Y=0 ■ K=100	Y=100 ■ K=100

WHITE INK
Please use a spot color named "White_Ink" to represent white ink in your file. This ensures we know what you expect to print white. In proofs this will appear magenta.

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