Freeman

Guidelines for submitting graphics

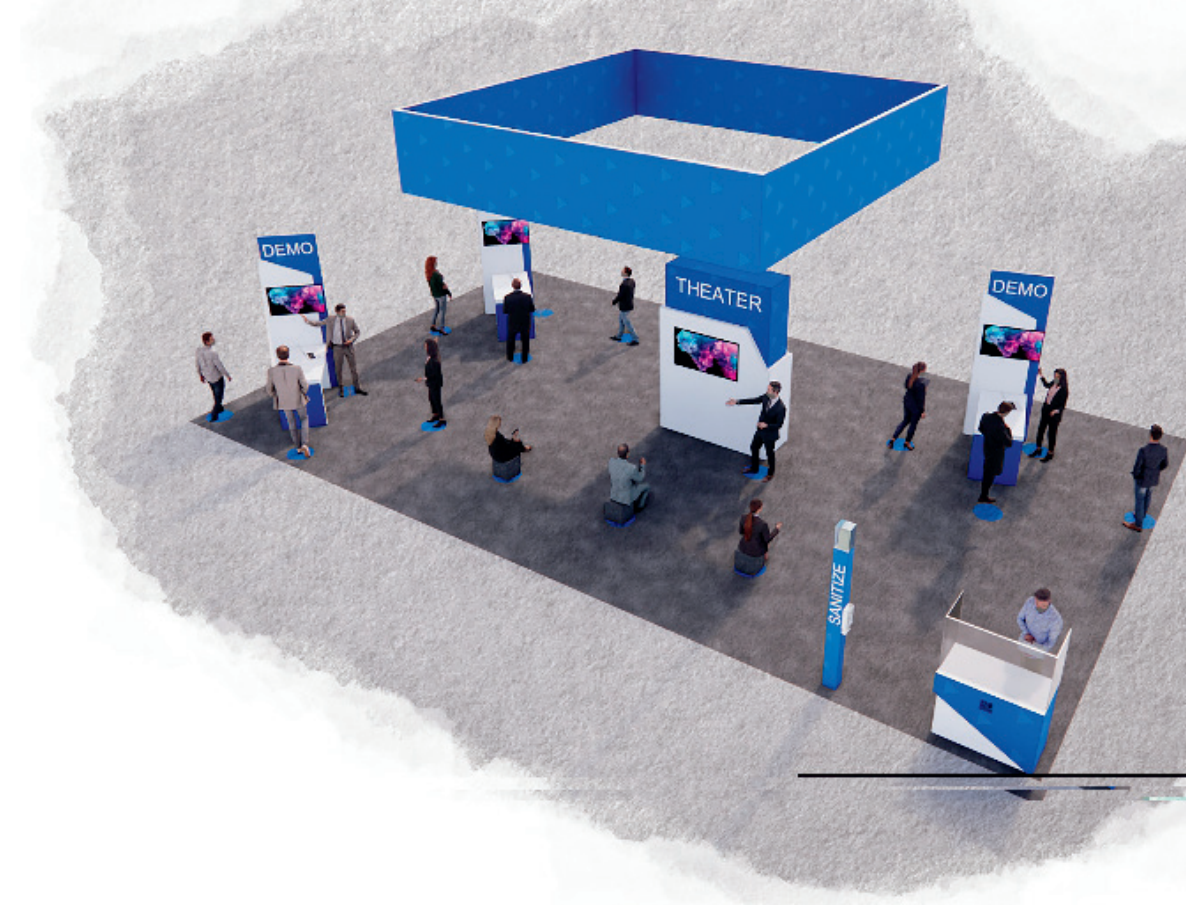Best practices for preparing your graphics files
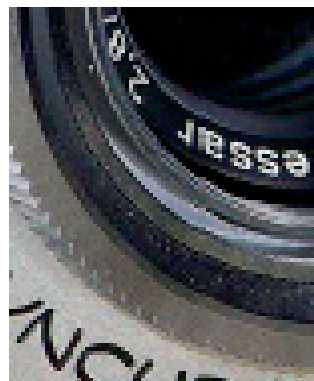
Resolution

Maximum resolutions

In some instances, resolution on files are excessive. This causes long/incomplete download times and possible editing/processing delays. If you are not sure what resolution would be sufficient, please contact us (see last page of PDF for contact information)
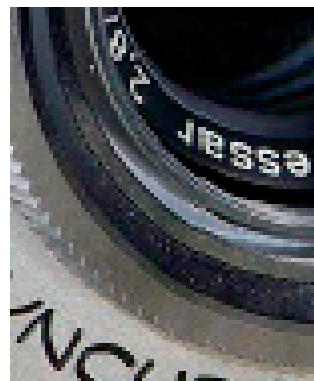
Visual comparison of different resolutions:

The resolution comparison chart below is best viewed at 100% zoom on your monitor and observed from a few feet away. Based on viewing distance to graphics, some prints will look better than what you see on your monitor.
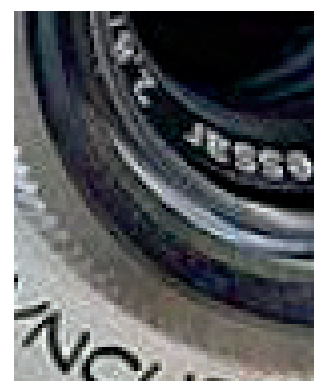
300 dpi	100 dpi	80 dpi	60 dpi	40 dpi	20 dpi	10 dpi

Minimum resolutions for 4-8ft (normal) viewing distance

Resolution should be 100dpi (minimal).
100dpi produces good looking images from a normal viewing distance of 4 - 8 ft.

This formula applies to art when supplied at 100% scale (1:1).
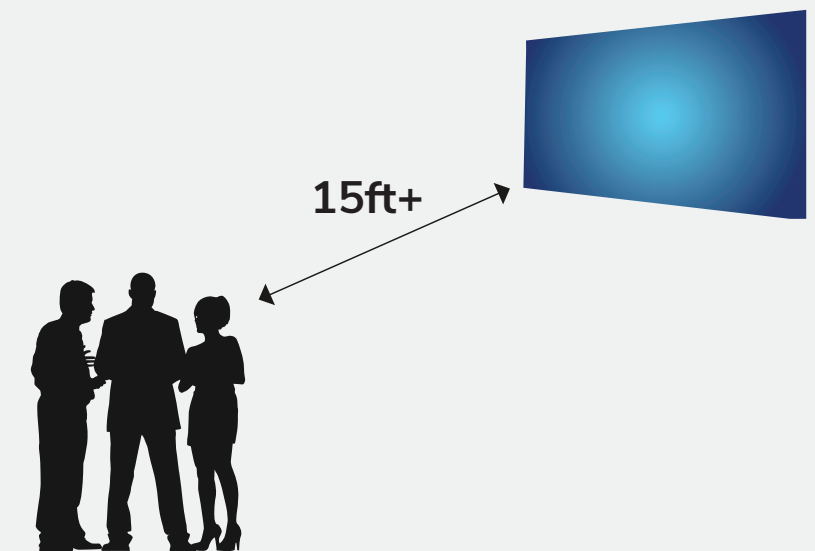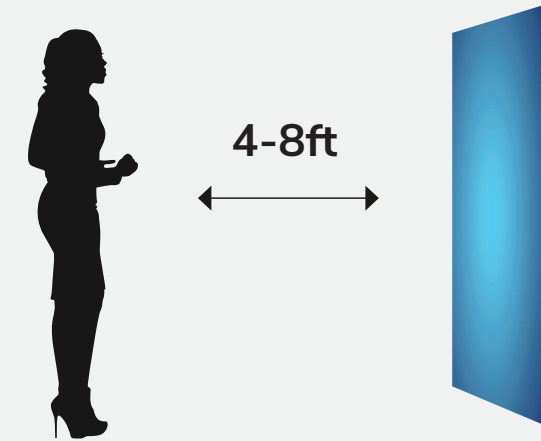When using a different scale, resolution increases accordingly:
- Artwork 1:2 scale — 200dpi or more
- Artwork 1:5 scale — 500dpi or more
- Artwork 1:10 scale — 1000dpi or more

Minimum resolutions for 15ft (normal) viewing distance

For very large prints, such as hanging banners, when viewing distance is over 15 ft, the minimum resolution can drop down to 75dpi (at 100% scale). If your file already has a greater resolution, leave it as is. A higher dpi is always preferred.

As large graphics are often created in scale, please use the list below to estimate your resolution:
- Banner art submitted at 1:2 scale - minimum resolution should be 150dpi or more.
- Banner art submitted at 1:4 scale - minimum resolution should be 300dpi or more.
- Banner art submitted at 1:8 scale - minimum resolution should be 600dpi or more.

4-8ft

15ft+

Adobe Photoshop Files

Regular (flat) images

Save images as CMYK and choose Photoshop.eps format: Select 8-bit preview and jpeg (max quality).

Tip: Illustrator can take advantage of this format for very fast file handling.
Select "Use Low Resolution Proxy for Eps images" in Illustrator preferences.
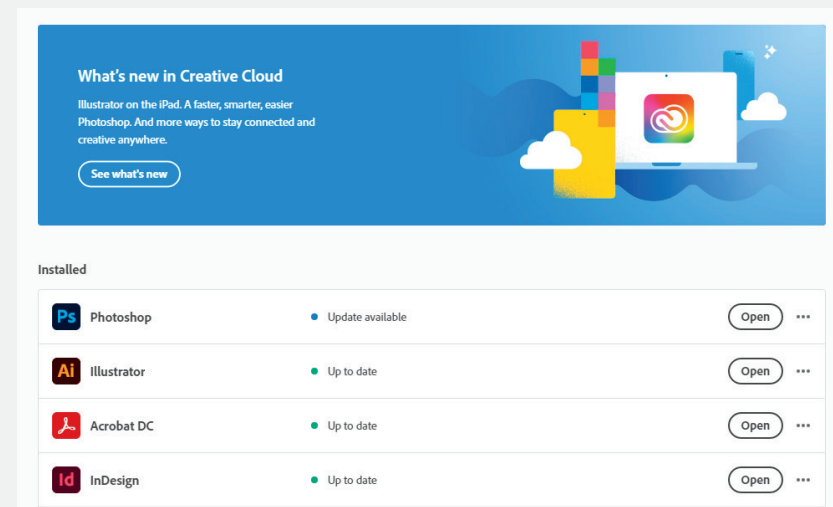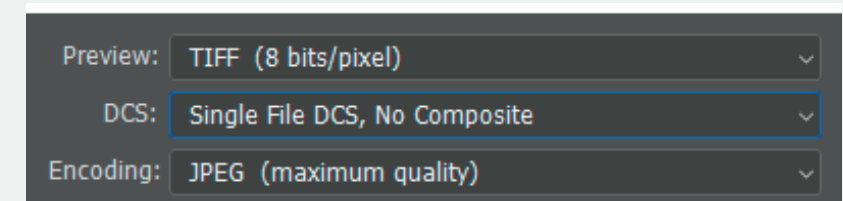
Complex images

If your images contain layers, clipping paths, spot colors, effects, etc., save as TIF.

Tip: Select LZW compression. It's a lossless compression that allows you to preserve layers, while decreasing file size.

Adobe Creative Cloud

We welcome the use of Creative Cloud libraries and invite you to include Adobe Stock images and fonts in your library.

Bleeds are not required. If you would like to put a bleed on your artwork, we recommend .5" inches all around.

Adobe Illustrator Files

Saving print files as .ai

Illustrator PRINT files can be saved as .ai files.

Please match screenshot settings:
- "Create PDF Compatible File" MUST be on.
- Artboards can be separated into individual files (range).

Saving print files as .pdf

Illustrator PRINT files can be also saved as PDF files.

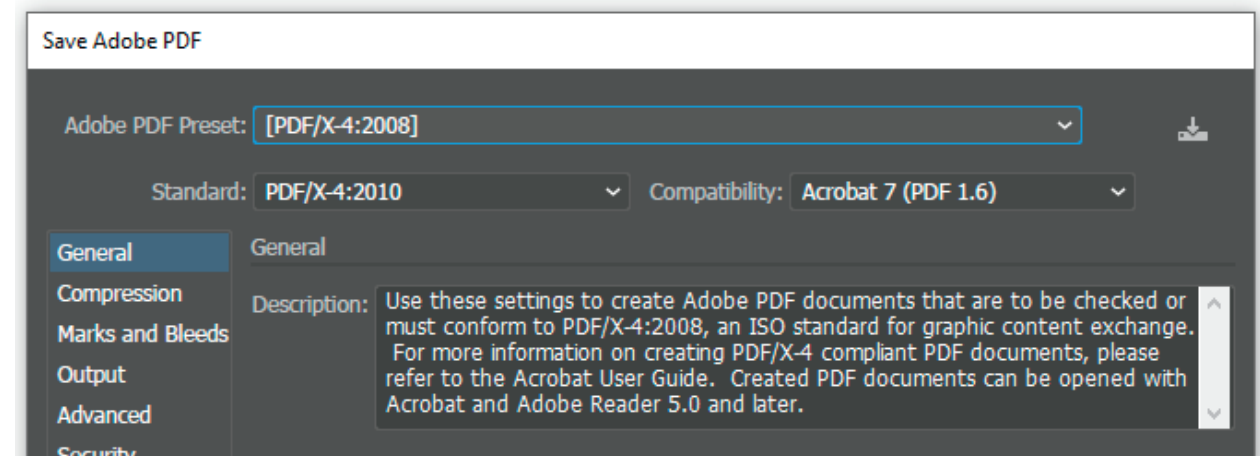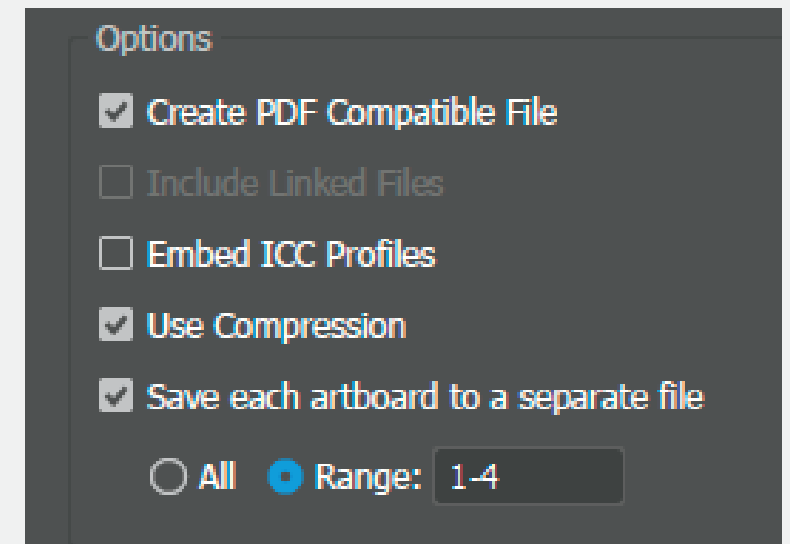It is very important to select the compatible PDF format.
- We recommend PDF/X-4 standard.
- Select "Save each artboard to a separate file" and "Range."

The best way to send files is to provide Packaged Native files from Illustrator accompanied with Print files.

Illustrator Native files:
- Place all the images as links.
- Save as a .ai file with "Use Compression" option.
- "PRINT" folder.

Bleeds are not required. If you would like to put a bleed on your artwork, we recommend .5" inches all around.

Vector art

Logos should be vector and have outlined fonts. If vector version is not available, provide hi-res (high resolution) images.

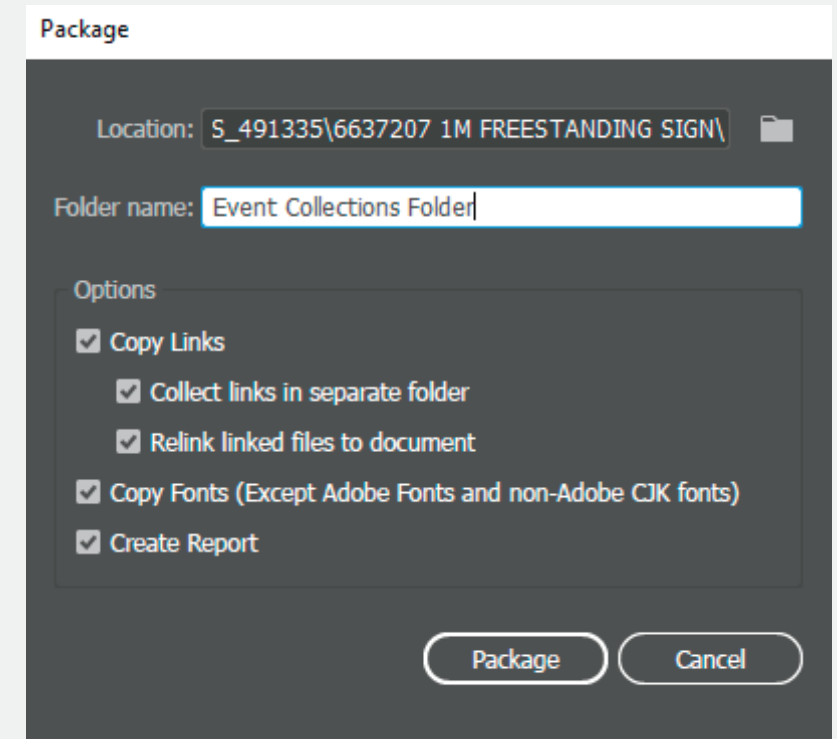## Native version (editable)

We strongly recommend submitting editable version of the files as well, including links and fonts. This is valuable in case a new PRINT file has to be generated. The best way to provide native files is by "Packaging" (File/Package). If you are a Mac user and your fonts are other than .otf, please zip with the packaged files.

Color profiles

For accurate color preview, use profiles and settings listed below. We are a G7 certified company. Our color management revolves around Gracol standards. We use GRACoL2006_ Coated1v2 profile for CMYK and Adobe RGB 1998 for RGB images. Please note that your screen has to be calibrated and profiled in order to display accurate color rendering.

Packaging

This is an important step since it collects all the links and fonts we may need. If you are using Mac fonts (non-OTF) please zip the folder before submitting. If you are not sure, you may outline the fonts.
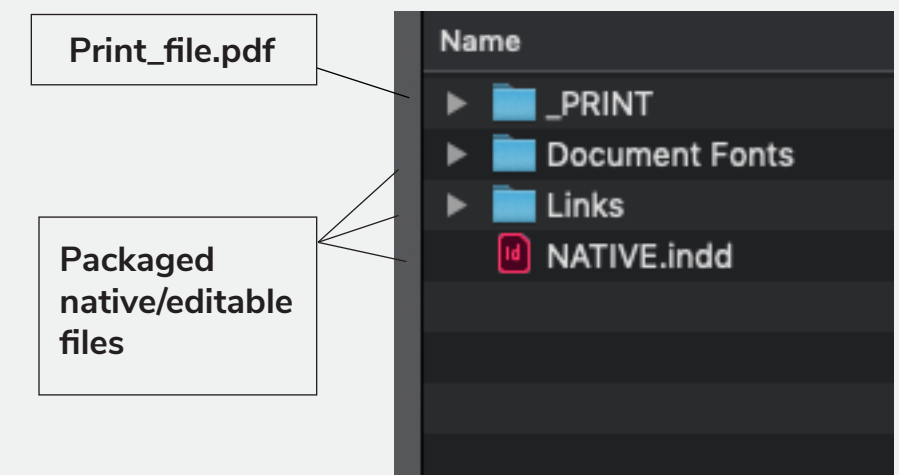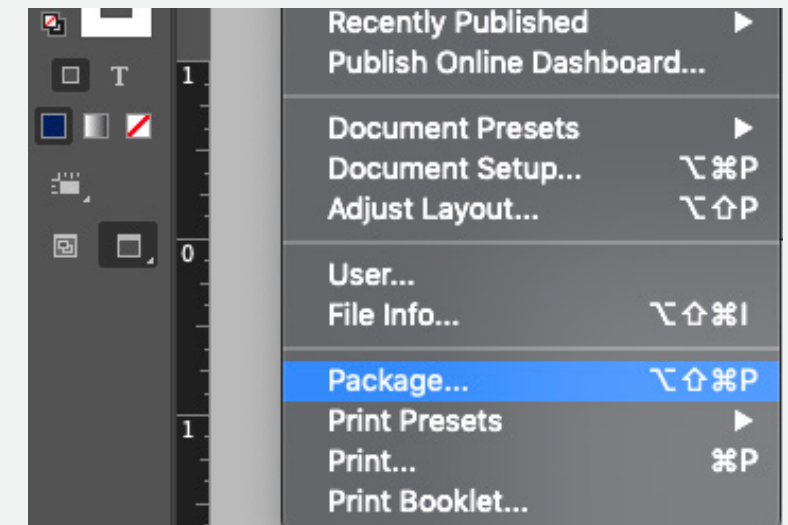
Adobe InDesign Files

Native files

Save and Package all your InDesign files accompanied with Print PDF files.

- Export print files as PDF/X-4:2008.
- Create separate _PRINT folder.
- If you are using Mac fonts (non-OTF) please zip the folder before submitting.
- If you are not sure, you may outline the fonts.

Package native files (INDD, links and fonts)

Go to File/Package and complete the steps. Watch for any warning signs as some files might be missing.

Bleeds are not required. If you would like to put a bleed on your artwork, we recommend .5" inches all around.

Print_file.pdf

Packaged native/editable files

Freeman

Submitting files

You should receive a link to the Freeman Box account for submitting your files. You're welcome to supply a link to the cloud-based server of your choice. Please include any necessary passwords. If you have questions about this process, please contact your Freeman sales representative.