

FREEMAN

graphic artwork submission
guidelines





resolution (images)

NOTE: This section describes resolution recommendations for images only. If you have vector art - please keep it the way it is. We do not recommend rasterizing vector art (logos, backgrounds, etc...), since it will print sharp at any print size.

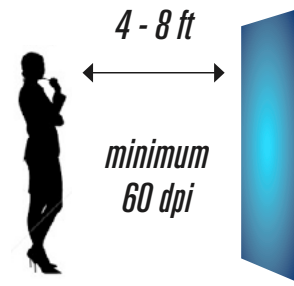
minimum resolutions for 4 - 8 ft (normal) viewing distance:

Resolution should be a minimum **60dpi** (100dpi is preferred). 60 dpi produces good looking images from a close viewing distance (4 - 8 ft). This applies to art when supplied at **100% scale (1:1)**. When using a different scale, resolution changes accordingly (increases):

Art submitted at 1:2 scale - minimum resolution should be **120dpi** or more.

Art submitted at 1:4 scale - minimum resolution should be **240dpi** or more.

Art submitted at 1:8 scale - minimum resolution should be **480dpi** or more.



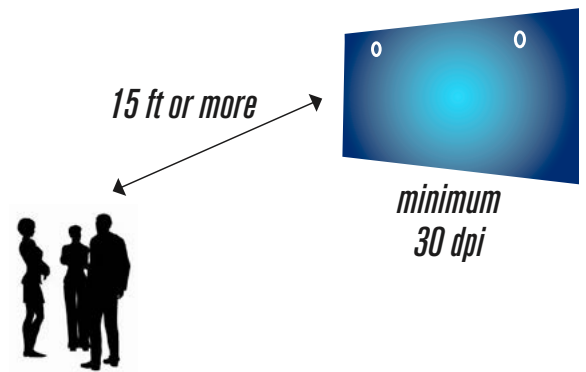
minimum resolutions for 15 ft or more viewing distance:

For very large prints, such as hanging banners, when viewing distance is over 15 ft, the minimum resolution can drop down to **30dpi** (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 **60dpi** or more.

Banner art submitted at 1:4 scale - minimum resolution should be **120dpi** or more.

Banner art submitted at 1:8 scale - minimum resolution should be **240dpi** or more.



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.

visual comparison of different resolutions:

The resolution comparison chart below is best viewed at 100% zoom on your monitor and observed from few feet away. Please note that renderings may look better in print than on your monitor.



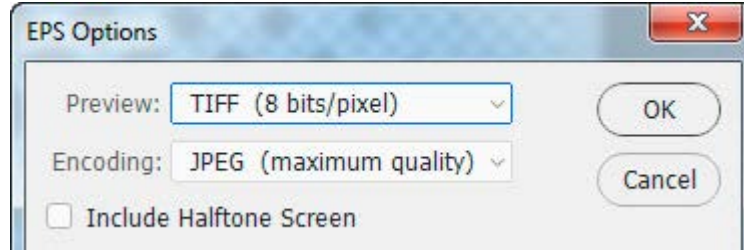


photoshop files

regular images

Best format for regular images is "Photoshop.eps" (JPEG maximum quality). It speeds up the layout process in Illustrator and InDesign. **IMPORTANT:** Match "EPS options" from the screen capture below!

- Photoshop (*.PSD;*.PDD)
- Large Document Format (*.PSB)
- BMP (*.BMP;*.RLE;*.DIB)
- CompuServe GIF (*.GIF)
- Dicom (*.DCM;*.DC3;*.DIC)
- Photoshop EPS (*.EPS)**
- Photoshop DCS 1.0 (*.EPS)
- Photoshop DCS 2.0 (*.EPS)
- IFF Format (*.IFF;*.TIF)
- PDF (*.PDF)



transparent/complex images

For images with transparency, layers, spot and alpha channels, use *Photoshop.tiff* or *PDF* with "Preserve Photoshop Editing capabilities" checked on.

other formats

We prefer the formats listed above, but do support all image formats such as jpg, png, psd, 16-bit modes etc.,. Few notes:

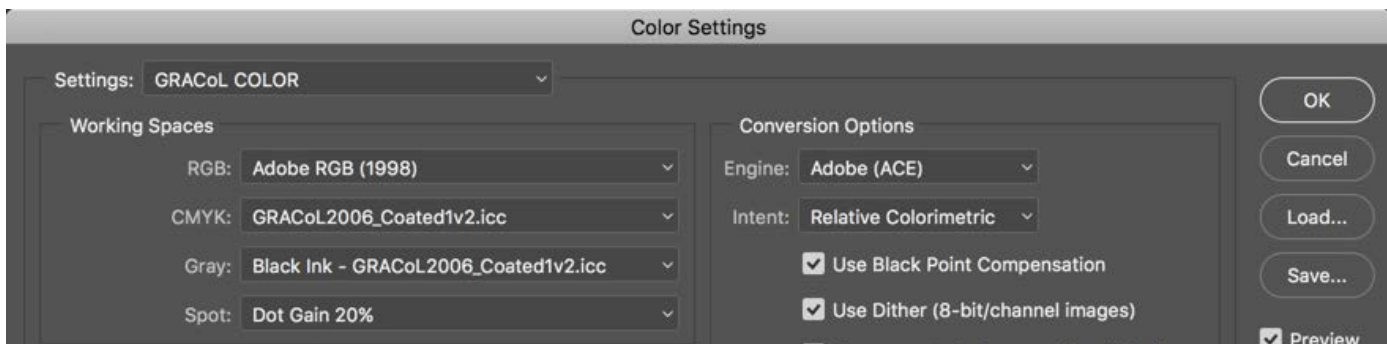
- jpps should be high or max quality
- psd font layers should be rasterized (or fonts submitted)
- 16-bit images have to be used in InDesign only. Illustrator converts to 8-bit.

CMYK vs RGB

We support both color modes. CMYK is preferred since RGB images may display more vividly on your screen than final print.

color profiles

For accurate color preview, use the profiles and settings listed below. We are a G7 certified company. Our color management revolves around the Gracol standard. 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 an accurate color rendering.

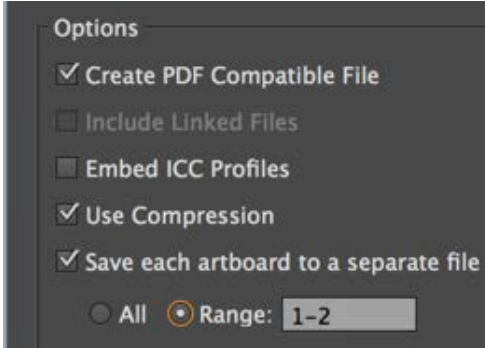




illustrator files

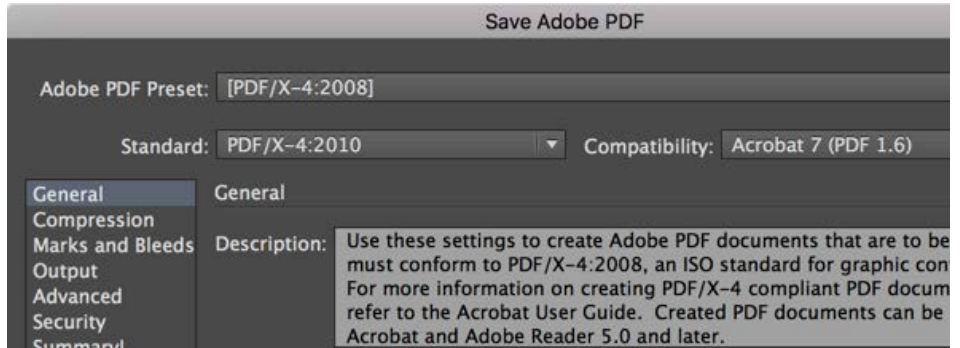
saving PRINT files as .Ai

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.

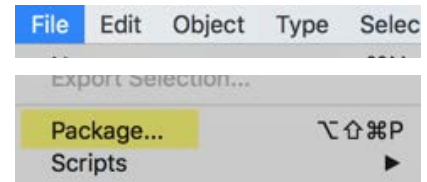


vector art:

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

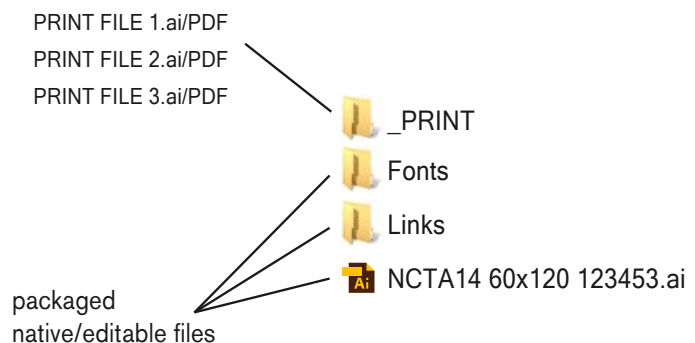
native version (editable)

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 packaged files.



example

This is an example of all files submitted. By packaging, Illustrator creates most files and folders. _PRINT folder is created by user and contains printable version of the files described above.



color profiles

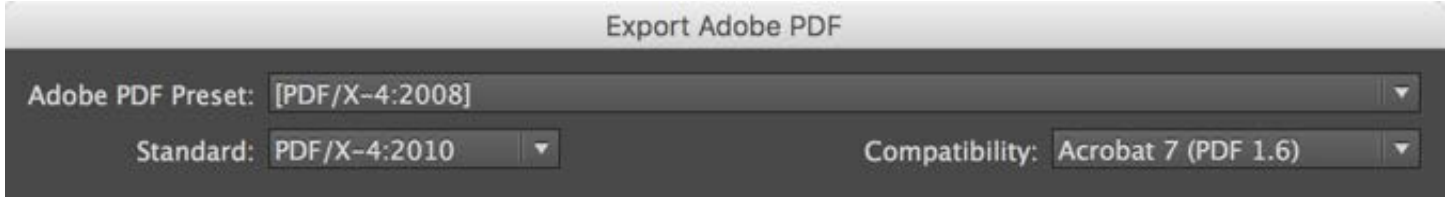
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InDesign files

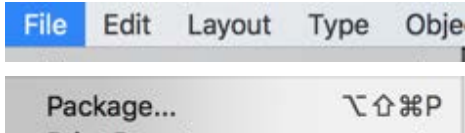
export PRINT files as PDF

Export all pages as PDF/X-4 file. Make sure to select correct preset. Match screenshot below.



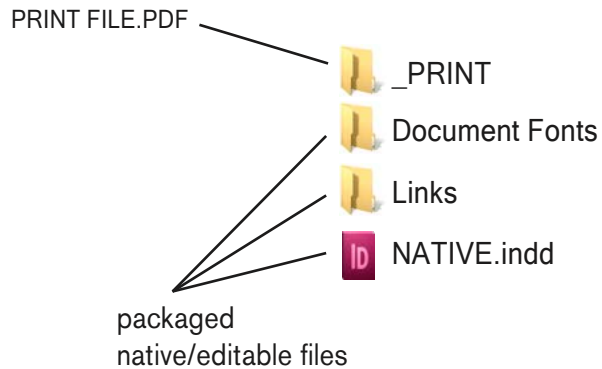
package native files (INDD, links and fonts)

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



example

This is an example of all files submitted. By packaging, InDesign creates most files and folders. **_PRINT** folder is created by user and contains printable version (PDFs) of the files described above.



color profiles

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