

customer guidelines for Submitting Graphics

resolution

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

Resolution should be **60dpi** (100dpi is preferred).
60 dpi produces good looking images from a normal viewing distance of 4 - 8 ft.

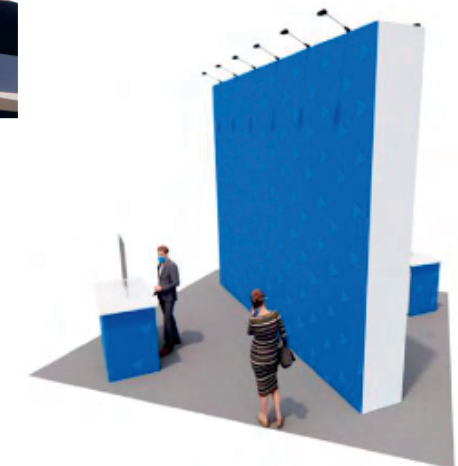
This formula applies to art when supplied at 100% scale (1:1).
When using a different scale, resolution changes accordingly (increases):
Artwork 1:2 scale — **120dpi** or more
Artwork 1:4 scale — **240dpi** or more
Artwork 1:8 scale — **480dpi** or more



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.



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.

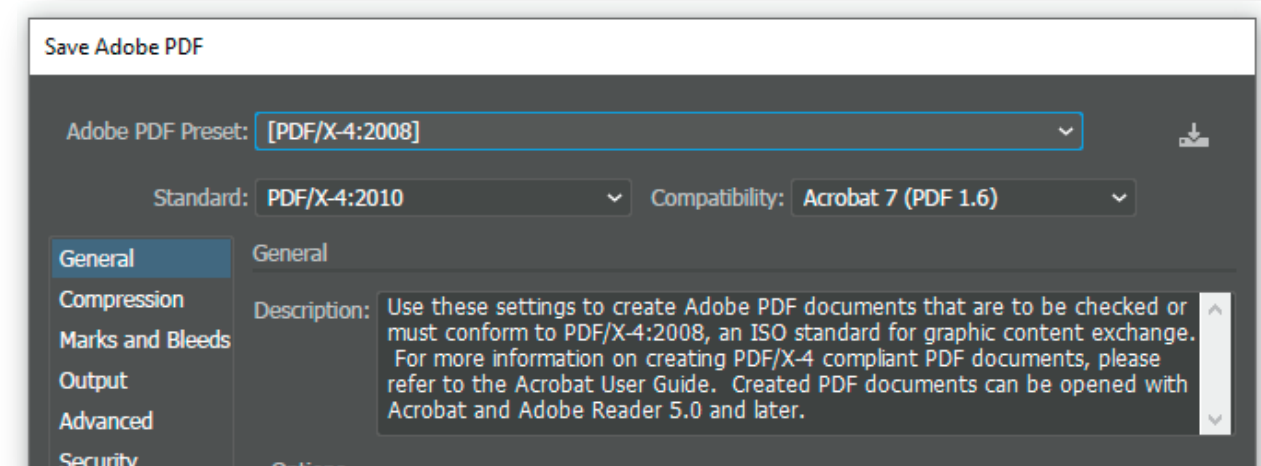
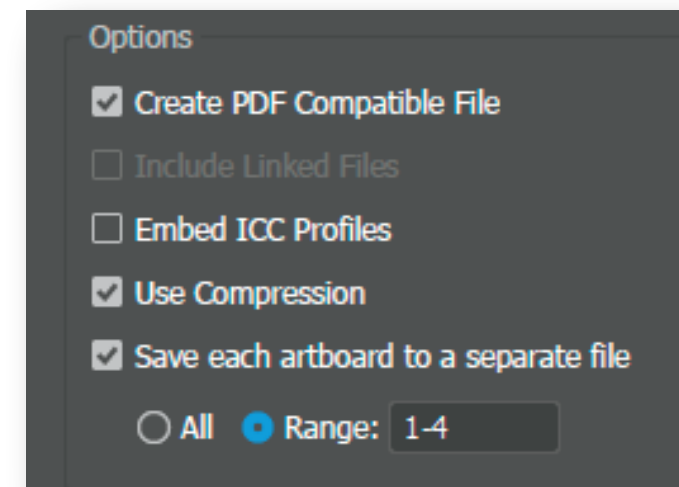
Select “Save each artboard to a separate file” and “Range.” Print files should be saved in

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 an .Ai file with “Use Compression” option. “PRINT” folder.



Adobe InDesign files

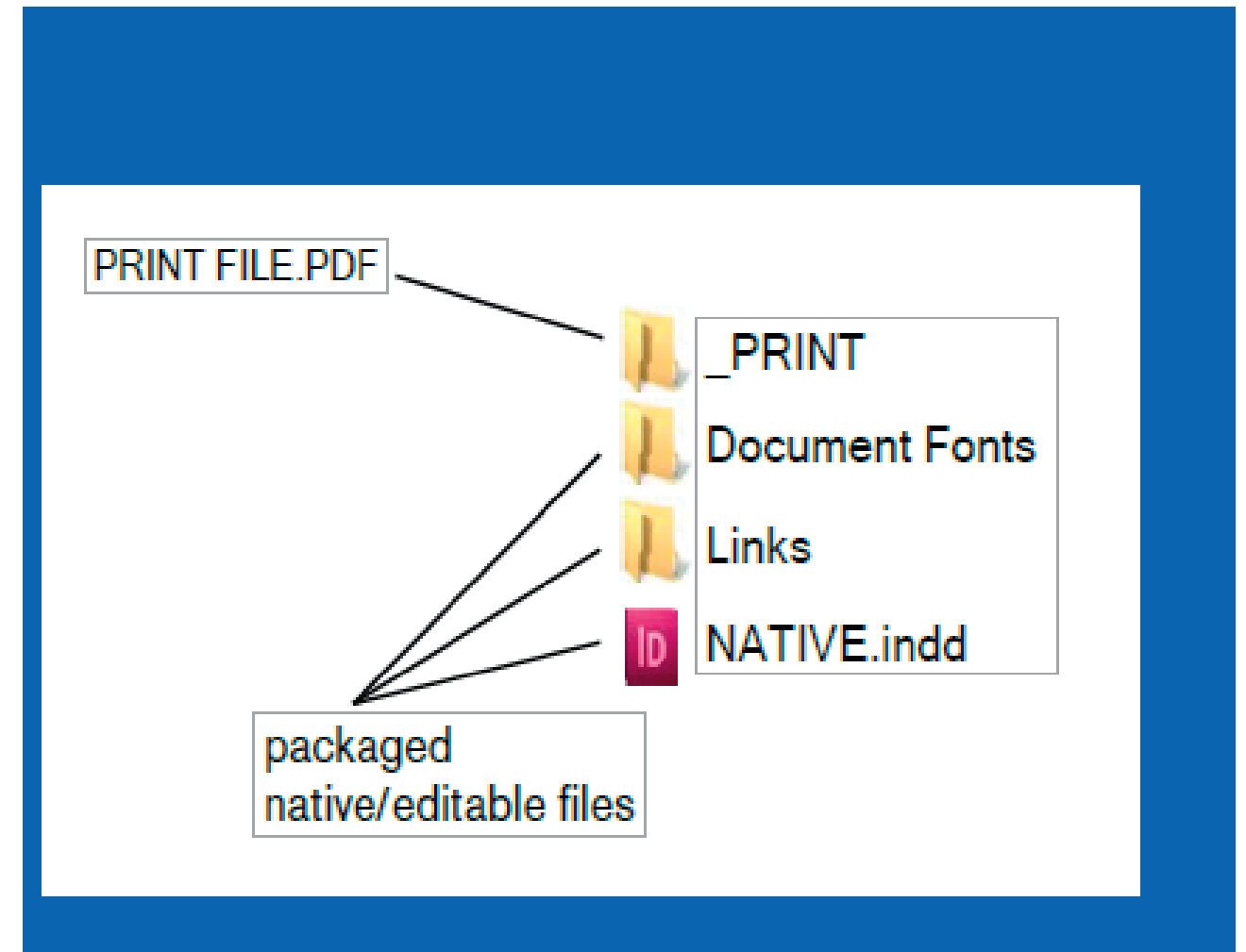
native files:

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.



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. David.Killebrew@Freemanco.com

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.



Adobe Photoshop

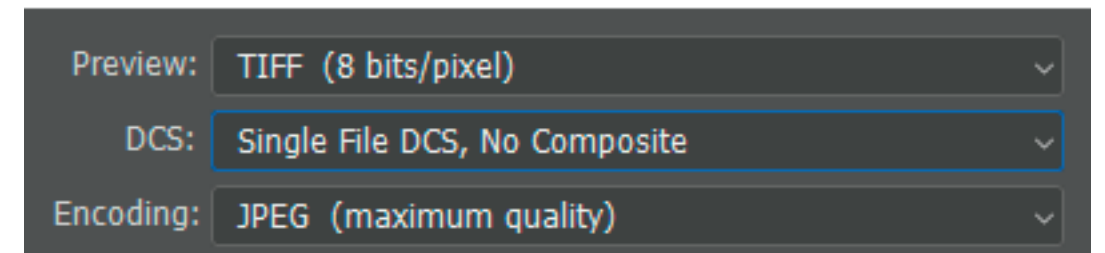
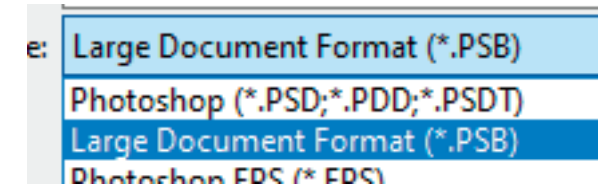
regular (flat) images:

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

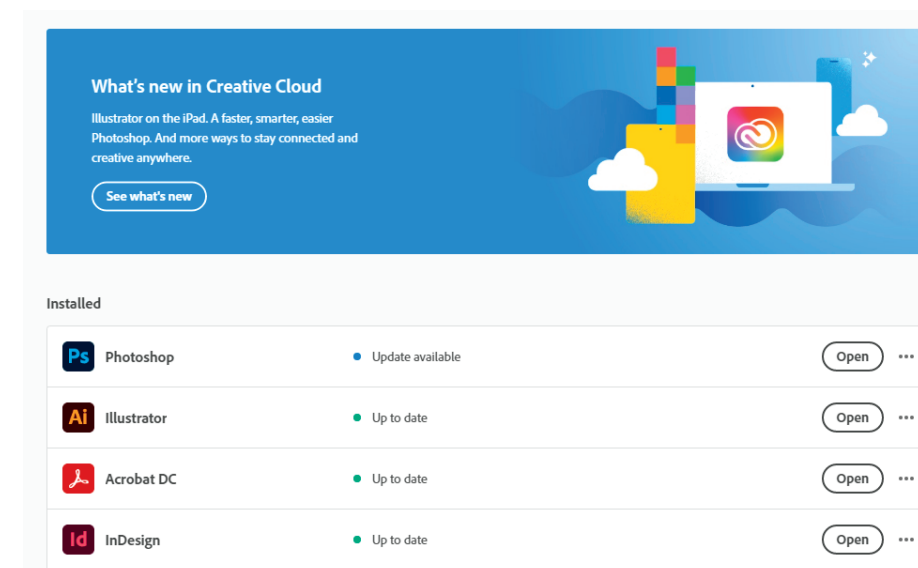
* Illustrator can take advantage of this format for very fast file handling. Select "Use Low Resolution Proxy for Eps images" in Illustrator preferences.

complex images:

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



We prefer Adobe CC files.
If possible use fonts within your CC libraries.



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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.

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.

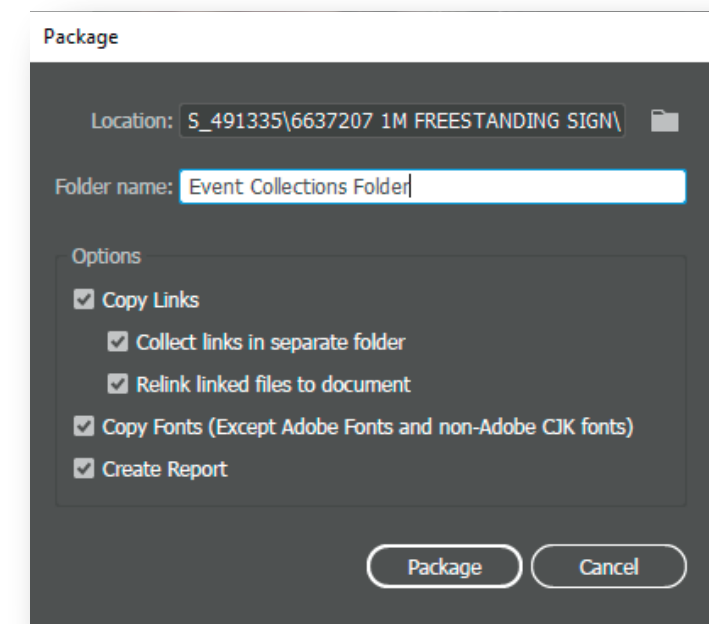
Please note that your screen has to be calibrated and profiled in order to display accurate color rendering.

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.



Submitting Files

Send your files by posting them to the FREEMAN BOX account.
If you have another cloud based server please provide us with that link.
Be sure to include any necessary passwords. For upload link please contact Mark Cornelius below.

Mark Cornelius

Client Relationship Director

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