



ART PARAMETERS

The following guidelines are being provided to you in hopes that we can make your experience with Allied Printing Solutions both *pleasant* and *efficient*. We look forward to working with you. Please feel free to direct any questions you might have to your Sales Representative. *Thank you!*

- 1. Color Printouts** Please provide a color printout along with all specific, pertinent information. (PMS Colors, finished size, etc...)
- 2. Programs** We support a multitude of the latest Mac OS software applications available, including: Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Macromedia Freehand and QuarkXPress. Please call before supplying art created with other applications or within a PC environment to verify support.
- 3. Files** Artwork should be proportionate to final size. Please make sure art allows for at least 1/4" bleed.
- 4. Fonts** Include both parts of all fonts or convert fonts to paths.
- 5. Linked Graphics** Include all placed graphics separately in an editable format.
- 6. Resolution** All Photoshop files or scans should have a minimum resolution of 300 dpi at the final size the art will be printed. Please provide layered Photoshop PSD files in addition to the final EPS or TIF when available.
- 7. Bleeds** Provide a minimum of 1/4" bleed on all sides of art at full size.
- 8. Colors** Specify spot colors using the Pantone Matching System (PMS colors). 4 Color process art should be specified as CMYK. All RGB files will be converted to CMYK. Please note that this conversion may cause a shift in color.
- 9. Disks & Media** Disk formats accepted are: CD, CD-R, CD-RW, DVD, DVD-R, DVD-RW. Art File types supported are: .AI, .EPS, .PDE, .TIF, .PSD, Freehand, and Quark. Image File types supported are: JPEG, .PNG, .PDE, .and .TIF
- 10. Email & File Transfer** E-mail is available for smaller files or missing fonts/elements, however we suggest using our online dropbox for quick delivery of larger files. You can find this online dropbox at the following URL:

[HTTP://DROPBOX.YOUSENDIT.COM/ALLIEDPRINTINGSOLUTIONS](http://DROPBOX.YOUSENDIT.COM/ALLIEDPRINTINGSOLUTIONS)