



- Layout your files at the output size (100%) or 1/4 size for very large graphics.
- Provide 1/4" – 1/2" bleed on all sides & do not put type or critical parts of an image closer than 1/4" from the edge.
- Include any borders in the layout.
- Provide accurate final dimensions.
- Save & include all files linked to your layout as separate files (don't embed).
- Include all fonts used in your layout.
- Save files in one of the following 7 file formats **ONLY**:
1.) *.tiff* 2.) *.jpeg* 3.) *.eps* 4.) *.pdf*
5.) *.psd (Photoshop)* 6.) *.indd (InDesign)* 7.) *.ai (Illustrator)*
-We cannot print & open every file type, even if it is a popular file type.
- Provide realistic information about how long the graphic will be displayed, in what environmental conditions, and from what viewing distance. Also provide information on how the graphic will be stored, handled, and/or reused in the future.

Re: Color

- ICC color profiles attach a color appearance to otherwise ambiguous RGB & CMYK values. It's costly & time consuming to match a color appearance if it has not been specified on a custom profiled monitor.
- Not all Pantone colors can be reproduced accurately. Color proofs are recommended for corporate colors & some pantone colors.