

GRAPHIC PREPARATION GUIDELINES

General

Please ensure that a proof for the purpose of confirming the layout of the file is enclosed. This proof may take the form of a hard copy print, or a PDF.

Please provide two HARD COPY match prints that are to be used strictly as a “color reference”. PDF’s are not suitable color guides, as monitors may differ in calibration.

If EVENTSCAPE provides a graphic template file, please follow the notes on the file such as: file scale, bleed line, suggested safe print area, etc. If no template is given, please ensure that the layout you are providing is proportional to the final print that you require.

Please include all graphic elements, links and imports used in the file.

Do not embed Photoshop files in programs such as Illustrator or Freehand.

Please include the links separately. Remove any unused color/fills from palettes. Remove all unused images and vector work from your pasteboard.

Please convert fonts including True Type fonts to curves or outlines.

Please do not change fonts through type style in Quark. Avoid colorizing TIFFs, screening or creating visual effects with them in your layout program. Instead, create desired effects in Photoshop where the results are more predictable.

Include bleed beyond imaging area.

Compress all files sent via email or FTP. When sending files via FTP or email, please telephone and let your EVENTSCAPE project manager know of the name of the file and when you are sending it.

Please ensure that all files and proofs are proofread for spelling and grammatical errors.

Avoid the use of transparency in Adobe Illustrator.

IMAGES

Embed all ICC profiles used in Photoshop.

Resolution should be a minimum of 100 dpi at 100% of print size. In other words, if your layout is one fifth of the size, the image should be at 500 dpi at that size. The exception would be for oversize prints. Images generally should be a maximum size of 400 MB.

Please send Photoshop files with layers, if possible, to assist in any editing that may be necessary.

Save Photoshop files in PSD, TIFF or EPS format. Do not save as DCS.

Please do not use Quark to produce clipping paths, use Photoshop to export clipping paths as an EPS file.

Do not change the color mode. If the file is either CYMK or RGB, do not convert. If the file is too small, please obtain and provide a usable image.