The Graphics Department Inc.

Digital File Output Requirements

The highest quality output is created from Photoshop CMYK TIFF files. For "photographic type" graphics, we recommend for vehicle wraps files no less than 250 Mb and 10Mb for images used for small posters, banners and vehicle window graphics.

Be sure all images are saved in CMYK format, **NOT RGB.**

ALL FONTS MUST BE **CONVERTED** TO OUTLINES

Do NOT increase both the image size and image resolution of your file. Artificially increasing image resolution will reduce image quality by making it appear out of focus and fuzzy.

All wrap files should include at least 2" of bleed around the entire file to avoid correction charges. Do not knock out any part of the image. Place the template on its own separate layer.

If you require a color match, you <u>must</u> include a full color hard copy, color match proof printout of the design. We will do all we can to match as closely as possible to your color target. Give us a PMS color call out if possible.

All blacks, including tints, should be 4-color blacks, not 1-color.

We must know the scale you have used for the artwork if it is not at 100%.

Make separate files for each side of the vehicle with the template on its own layer. Name the files: YOURCOMPANY_DRIVER.PSD, YOURCOMPANY_PASS.PSD, YOURCOMPANY_REAR.PSD, etc.

DPI

We get many questions about dpi and image quality. We do not require 300 dpi image files or any specific dpi. More important than the dpi is the file size and quality. It is best to test the image file at the intended output size on your monitor and look at the results. Here is a simple way to do that:

1. Open the image in Photoshop. Estimate the size that the image will be when enlarged.
2. Go to the Main Menu: Image> Image Size and click on it.
3. The Image Size dialog box will open. This shows the width, height and dpi of the image.
4. Uncheck "Resample Image". You do not want to resample the image.
5. Select the height of the image and change it to the estimated height that it will be enlarged to. Click "OK".
6. Go to the Main Menu: View> Print Size. Click on it. The image will enlarge to the size that it will be when printed. Scroll through it and check the quality.

All gradients and transparencies must be created in Photoshop, not Illustrator.

Here are some methods you could use:

<u>Gradients</u> - Gradients created in Illustrator need to be saved in flattened tiff file formats from Photoshop.
1. Open info window in Illustrator and select the design element with the gradient. The info window will show you the width and height of the object.
2. While illustrator is open, open a new document in Photoshop with the same width and height measurements from the info window in Illustrator. Make sure it is in CMYK and the starting DPI yields an acceptable image quality at full size.

3. Both illustrator and Photoshop windows should be open at the same time. Drag the vector object from Illustrator into the new document you opened in Photoshop. Resize to fit if needed.
4. Save as a .psd file in case any adjustments are needed. Then flatten and save as a .tif file.
5. In Illustrator go to file > place and place the newly created tiff file into the Illustrator document.

Glows/ Drop Shadows - Do not create glows or drop shadows in Illustrator. Create in Photoshop and place them into the Illustrator document.

1. Have you illustrator document open with the vector element you would like to place a glow or drop shadow on.
2. Select the vector element along with a background image or elements. Use the background image as the width and height for a new document in Photoshop.
3. Open a new document in photos shop with the width and height of the background image in Illustrator, starting DPI should yield an acceptable image quality at full size.
4. Click both background image and vector element you plan on placing a glow or drop shadow on and drag into the newly created Photoshop file. Adjust the artwork to fit the edges if needed.
5. Go back to Illustrator and click the vector element and drag it along into the Photoshop document as a separate layer. Place the vector object directly on top of the original image on the first layer.
6. Create the glow or drop shadow to your specifications.
7. Save as a .psd file for any future revisions if needed. Then flatten and save as a .tif file.
8. Back in illustrator go to file > place and place the background image and the vector element with glow/drop shadow into illustrator. Move into place of original image/vector element.
9. Move the original vector image to a layer above the newly created photo layer.
10. Make sure to add a small stroke if possible to cover any pixilation from the flattened tiff file.

Files Supported

For the most "reliable" output of your files we recommend saving your files in Adobe Photoshop CS2 and Adobe Illustrator CS4 formats. Do not send files using the program InDesign. Yes, we can accept files in formats above CS2 for Photoshop or CS4 for Illustrator but we have learned that files process more reliably using CS2 and CS4 respectively.

Vector files – Adobe Illustrator (version CS4 or less) save as .eps. **ZIP your files if you have several files.**
Raster files – Adobe Photoshop (version CS2 or less) save as .tif or .psd. **ZIP your files if you have several files.**

If we are profile cutting text or logos, make sure no lines cross each other.

Media Supported

We accept CD-Rom, DVD or Electronic Files of 10Mb or less sent via email. Larger files can be sent to our secure FTP Server. Contact us for log-in information. Files will not be returned unless requested.

We do NOT guarantee a perfect color match for your file and monitor. Color is device dependent and will vary from uncalibrated monitor to uncalibrated monitor. Your file will be printed as is unless otherwise noted. NO refunds or reprints on your prepared files.

File Correction

If, prior to production, we discover an error in your file, we'll make every effort to correct your file upon your approval. All changes and corrections to customer supplied electronic originals will be billed at an hourly rate.