

Supported Applications

Adobe Acrobat
Adobe InDesign
Adobe Photoshop
Adobe Illustrator
QuarkXpress
Macromedia Freehand

Supported File Formats

PSD
EPS
TIFF
PDF

(Note: Please contact Grafika for specific information on PDF creation)

Please do not convert Illustrator or Freehand files (vector graphics) to a Photoshop (pixel based graphic) image. Vector graphics are resolution independent and produce the best results for line artwork.

ARTWORK PREPARATION

- FONTS**
- Please supply all fonts used for the project. This includes printer and screen fonts.
 - The need to supply fonts can be avoided by converting the fonts to outlines.

- IMAGES**
- All images should be CMYK.
 - If using color management, please embed the working ICC profile.
 - Minimum resolution of 300 dpi.
 - Include layered file if available.
 - Include all linked files.

- COLORS**
- Specify colors as SPOT or PROCESS in the graphics file as they are intended to be printed.

- HARD COPY**
- Laser printed output is recommended when submitting files.

- BEFORE SUBMISSION**
- It is recommended to perform a "collect for output" before submitting files to Grafika. This function is integrated into Adobe InDesign and QuarkXPress. Use of a preflight application is recommended for other file types. This automates the process of collecting all of the components needed for the job (fonts, images, documents, etc.).

- ADDITIONAL GUIDELINES**
- Create document page size to the actual trim size.
 - Any art that falls on the trim must have a 1/8" bleed. This can be extended from the trim.
 - Please do not embed images in Illustrator. Place them as links and include the links when submitting files. [see "Avoid Embedded Images" below]
 - Please supply die lines on a separate layer and specify the die line as a spot color.

- SPECIAL CONSIDERATION FOR RUB-ON TRANSFERS**
- Must have at least 1/4" of non-image area inside the trim for finishing.
 - 1/8" is required between individual images on a sheet.
 - We recommend using Adobe Illustrator with text converted to outlines for line art. This will eliminate the need for fonts and provide maximum quality.
 - Artwork less than 1 pt. in thickness will not hold white behind it. In this case it is recommended to make the printed color more saturated (or darker) for optimum results.

Supported Media Types

- CD
 - DVD
- We recommend uploading files via our Web-based File Upload Utility, which allows you to select files from your computer and upload them to us. Compressing files is recommended.*

AVOID EMBEDDED IMAGES

Please use linked images and include all images used in your files.

When you place a graphic, its original file is not actually copied into a document. Instead the program adds a screen-resolution version of the layout, so you can view and position the graphic, and creates a link, or file path, to the original file on disk. When you export, the program uses the links to retrieve the original graphics, creating the final output from the full resolution of the originals.

Links can help minimize the size of a document by storing graphics outside the document file. After placing a graphic, you can use it without significantly increasing the size of the document; you can also update all links at once.*

**From the Adobe website on Managing Links and Embedded graphics*

COLOR MANAGEMENT

Please contact Grafika for recommendations on implementing color management.

ADDITIONAL INFORMATION

If utilizing third-party graphic designers, please provide these specifications to them to ensure that your project is processed in an expeditious and cost-effective manner.

Quotations are based upon receiving files of acceptable types and formats. Costs incurred for receiving non-acceptable file types or formats will be invoiced in addition to quoted prep costs.

Please call us at 610-678-8630 with any questions regarding acceptable file types and formats.