Artwork Guidelines

Acceptable File Formats In order of preference

.PDF   Adobe Illustrator   .TIFF   Adobe Photoshop   .EPS

Requirements: Documents must be created and sent at **100% of final size**, **or the scale must be specifically labeled in the file name.** Colors and background images **must bleed to edge of template.**
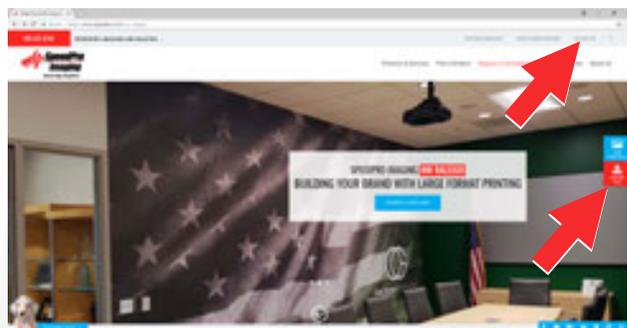
Color Space: We print in **CMYK**. Create your graphics in CMYK color with 8 bits/channel. **Do not use RGB**. The use of RGB and other expanded color spaces will appear differently on your monitor than can be printed with our process ink system.

Vector Specification: Fonts can vary from computer to computer. When a font is missing, the computer replaces it with a generic font. Artwork must be set-up as **CMYK** with all **fonts outlined,** and **embed images**.

Resolution: Vector file formats are preferred. Raster images should be 150 DPI at 100% scale. The minimum acceptable resolution is 100 DPI at 100% scale. Images with lower resolution will look good on a monitor but will be quite soft when printed.

Vinyl Cut Graphics: Artwork must be set-up as vector files with fonts converted to outlines for all cut vinyl. Cutlines need to be created on a separate top layer in Illustrator and labeled cut line.

Submitting Artwork Files: FTP Upload; Please submit all files on www.SpeedProRDU.com via the FILE UPLOAD button located on the right side of the page. No modifications will be made to your Art Files unless specifically requested. **Artwork correction** if requested will be charged a minimum $25 per art file. Changes to ArtFiles will require an electronic Proof, possibly creating a greater Lead Time.

Pricing: Our Quotes assume printing from client provided print ready files, unless we have specifically Quoted Design services.

We can offer technical support in setting up files for production. We make every effort to troubleshoot potential problems, but cannot be held responsible for files we do not create. This includes, but is not limited to content, resolution of raster data or image quality of client files. In addition, we cannot assume any responsibility for poorly created files.

SpeedPro Imaging
Great. Big. Graphics.
NW Raleigh
SpeedProRDU.com

MarketingRDU@speedpro.com