

### CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our goal is to provide you with the best quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. The purpose is to assist you in the process of creating files that are acceptable for production. If you are sending finished print ready files, please pass this information along to your graphic designer or art department. Please use the acceptable software and file types listed below. Make certain to follow the resolution guide to help make your image quality ideal for viewing. Also, accurate color matching can be realized if you follow the color guidelines. Adhering to these guidelines will greatly enhance the accuracy of your artwork for production.

#### Please Provide the Following When Submitting Artwork

##### RASTER ART (photos, logos containing any continuous tone images):

- Art Submitted at 1:1 (100%), resolution should be no less than 60dpi (100dpi preferred)
- Art Submitted at 2:1 (50%), resolution should be no less than 120dpi (200dpi preferred)
- Art Submitted at 4:1 (25%), resolution should be no less than 240dpi (400dpi preferred)

##### VECTOR ART:

- Logos should be vector and have outlined fonts (if provided as bitmap, please use high-res images)

##### FONTS and LINKS:

- Supply all fonts used in your design (zip Mac fonts). If unsure how to collect fonts, convert them to outlines
- Supply all links used in your document. Use packaging feature if available. If unsure how to collect links, embed them in the file when saving.

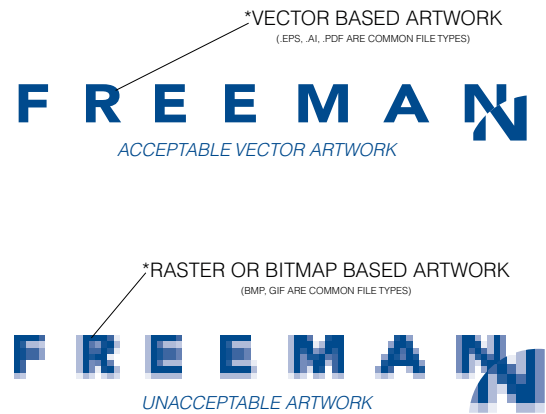
##### COLOR (when color match is required follow these requirements):

- If PMS color matching is required, please use original Pantone®+ Solid Coated® swatches in your artwork. Modifying Pantone® names will result in printing default color (CMYK).
- CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
- Convert RGB art to CMYK if possible.
- If you are sending Certified Color Proofs (Gracol, Swop, Fogra), please provide ICC profile information used to print your samples. Best option would be to include our ICC chart on your prints. To obtain the file, please contact memo.nuhbegovic@freemanco.com

##### ARTWORK IN THE STRUCTURE

- Please note that any panels going in the metal frame will hide 1/4 " of your art all the way around. If you have a continuous wall where individual panels are divided by metal, use 1.25" spacing in between each panel to account for gaps and the natural flow of the graphics.

#### ARTWORK EXAMPLE



#### Acceptable Software



Freeman prefers Adobe Creative Suite software (PC or Mac).

##### Please always provide:

- **Native files with fonts and links** (zipped)
- **High-res PDF-X/4 exports of the files.**

If you are an Illustrator CC user: "Packaging" feature is highly recommended. For all other versions of Adobe AI (CS6, CS5... etc) please embed linked images and convert fonts to outlines. InDesign files should always be Packaged.

#### Acceptable File Types and Support Files

##### NATIVE FILES:

- **AI CLOUD (CC) file** with Packaged supporting links and fonts. You may keep images linked for faster file opening, but Packaging feature must be used.
- **AI (CS6, CS5, CS4...)** file with embedded links and outlined fonts
- **EPS file** with embedded links and outlined fonts
- **INDD file** with Packaged supporting links and fonts

##### PRINT FILES:

- **High-res PDFX/4** (preferred)
- **AI with PDF content** (choose this option when saving file)
- **EPS files** with embedded links and outlined fonts

##### RASTER OR BITMAP ART:

- **Photoshop EPS** (Preferred, use 8-bit preview, Max. Quality JPG compression)
- **PSD** (make sure font layers are rasterized)
- **TIFF, JPG** (quality 8 and higher)

Mac users: Use Zip or Stuffit programs when submitting fonts other than OTF (Open Type Fonts)

#### Verifying resolution on a screen

Adjust zoom till this page measures 8.5" in width. Observe images from different distances. We noticed that from a few feet away anything above 60dpi looks acceptable!



#### Ways to Submit Final Artwork

- Files below 10MB can be delivered via email.
- Larger files can be sent via disc or uploaded to the Freeman FTP site: [ftp://ftp.myfreeman.com/](http://ftp.myfreeman.com/) userid: **freeman** June 2014 password: **keyEyaT4**