

**Use this as your pre-submission checklist. Not everything will apply to all print projects, but this is a great guide that will help you catch things you might have missed during the design process.**

## DOCUMENT SETUP

- Standard bleed of 0.125" is added (Certain projects may require additional bleed, see reverse side)
- Document size is correct (matches quoted size or contact your sales representative about a size change)
- Scale factor in filename (if applicable)

## IMAGES

- Images are at least a minimum of 100-150 DPI at full size (Additional recommended DPIs on the reverse side)
- Embed links or upload all placed graphics as a packaged document

## CUT PATHS, DIE LINES, OR WHITE INK

- Change any non-printing items (cut paths, crease, white ink...) to a SPOT swatch in an obvious color

## TEXT/TYPE

- Grammar and spell check
- If you don't need live fonts - Outline the text in your file or create a packaged document and link fonts

## COLOR

- Important brand colors are set as spot colors and not RGB/CMYK values.
- PANTONE® colors are named properly **Ex. "PANTONE 301 C" cannot be renamed "PMS 301 CMYK"**

## EXPORTING

- Choose the High Quality preset or use Adcolor's custom PDF preset for the Adobe Creative Suite (see reverse side)
- Do not add any printer's marks (ie. crop marks)
- Do NOT downsample images and make sure image quality is set to the highest possible option

## Submitting Files

We provide a WeTransfer site to upload files quickly and at no additional cost.

Our site is secure, has no file size limits, and provides email notifications when files are successfully uploaded and downloaded.

Visit [adcolorinc.wetransfer.com](http://adcolorinc.wetransfer.com) to get started.

## Contact Us

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# Additional Specifications

## ACCEPTABLE FILE FORMATS

### Preferred Files for Printing

PDF files are the preferred file type for the graphic arts industry.

To download Adcolor's custom PDF preset for the Adobe Creative Suite, [click here](#).

### Vector Files

Vector files are line art, scalable to any size without losing resolution - the image will stay clean and crisp.

- \* PDF (Adobe PDF) - Not all PDFs are vector, but can be vector.
- \* AI (Adobe Illustrator)
- \* EPS (Encapsulated Postscript)

If submitting these files be sure you have converted all fonts to outlines or curves. Vector files can be submitted at any size proportionate to the size quoted.

### Raster Files / Images

Raster files & images are pixel based and depending on the resolution the image may become blurry as they are enlarged.

- \* JPG (High Resolution)
- \* TIFF (High Resolution)

If submitting these files, follow the guidelines below:

- \* 100% scale (full size output) at 150 dpi minimum
- \* 50% scale at 300 dpi or higher
- \* 25% scale at 600 dpi or higher
- \* 10% scale at 1200-1500 dpi recommended

Thumbnail sized jpg, png, and gif files downloaded from the internet are usually not at a high enough resolution to be used on large prints like banners.

## SAFE ZONE

Safe Zones allow for possible shifting during trimming or sewing to the graphic's finished size. Be aware that text or content outside the Safe Zone could potentially be cut off or hidden when the product is finished.

- \* Standard Items with no holes or special finishing: 1/8"
- \* Standard Banners: 1"
- \* Items requiring special finishing (pocket banners, holes, etc), contact your Customer Support Representative.

## STANDARD BLEEDS

General minimum perimeter bleed is 1/8".

Banners require 1" around the perimeter.

Window graphics require 0.25" around the perimeter for each pane.

Vehicle and Wall graphics require 4" around the perimeter.

## CUTPATHS

Cutpaths should be setup as a spot color named "CutContour"

Download [Adcolor's cutpath example document](#) if you need help setting up a contour shape cutpath.

## GENERAL COLOR SPECIFICATIONS

Provide all vector files as CMYK colors or PANTONE colors.

Provide all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output.

We support color matching on all specified PANTONE colors and client-supplied hard copy proofs. Orders without indication of PANTONE colors, supplied proofs, or requested hard copy proofs will print as-is and will NOT be checked for color accuracy.

## BRAND COLORS/PANTONE® COLORS

For best color consistency, important brand colors should **NOT** use RGB/CMYK values, instead they should be set as spot colors.

Using spot colors is the only way your brand colors can be managed effectively on multiple output devices and materials.

Before finalizing your artwork, communicate with your Customer Support Representative about the use of spot colors.

PANTONE colors must keep the proper name as in the PANTONE library. **Ex. "PANTONE 301 C" cannot be renamed "PMS 301 CMYK".**

## RICH BLACK

A super or rich black color should be used to avoid a washed out appearance whenever large fonts, graphics, boxes or backgrounds are to print as black.

We use the CMYK values of 30%, 30%, 30%, and 100% black.

Do not use the "Registration" spot color for your super/rich black.

## TRANSPARENCIES/SPECIAL EFFECTS

Illustrator special effects such as glows, transparencies, or drop shadows sometimes have unpredictable results when printing.

Rasterizing, flattening, or creating these effects in Photoshop is preferred. Using these effects made in Adobe Illustrator may cause production delays if an error occurs during file processing.

## ADOBE ACROBAT OUTPUT PREVIEW TOOL

Once your file is exported and opened in Acrobat you can use the Tool, 'Print Production' to review your file.



Use 'Output Preview' to view your file's separations and overprints. You can see if your color swatches are correct and it can also reveal other unknown issues.



## ADOBE ACROBAT PRO PREFLIGHT TOOL

The preflight tool analyzes the contents of a PDF to determine its validity for print production. [Click here](#), to download Adcolor's preflight profile to verify your files before submission.



**Our graphics are G7 qualified and printed on state-of-the-art equipment.**  
*Learn more about Idealliance G7® at [adcolorinc.com/g7-certification](http://adcolorinc.com/g7-certification).*

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