

# File Preparation/Setup Guidelines

## File Formats

- Preferred formats are Adobe Illustrator, Photoshop, and InDesign.
- Others include Quark 7.0, Publisher and Powerpoint. (Additional charge for Publisher and Powerpoint)

## Resolution

- Set up files at 100% of final size if possible.
  - Resolution of images should be 100-150 ppi at 100% for large format graphics,
  - Resolution of images should be 100-300 ppi at 100% for high quality smaller prints.
- (If setting up files at 50% size, images should be 2x the resolution (200-300ppi for large format, 400-600ppi for high quality smaller prints). 25% - 4x resolution.)

## Color Specifications

- RGB files work fine but if you have specific PMS colors or your original files are CMYK, use CMYK.
- Fabric banner prints need to be CMYK.
- Our default profiles used are AdobeRGB and US Swop Coated CMYK.

## Link Image Files

- Illustrator - link files (don't embed), in case corrections are needed.

## Special Effects

- Illustrator and InDesign special effects such as glows, transparencies, gradients, and drop shadows; do not always print correctly, create them in Photoshop. Adding a little noise to gradients can help in stepping

## Fonts

- Convert fonts to outlines. If fonts are not outlined or need to be adjusted, provide Macintosh or Tru Type fonts with the file.

## Bleed

- Include 1/4" bleed for smaller prints.
- 1/2" bleed for larger than 30 x 40.
- 2" for fabric banners.

## Contact Munroe for Templates for a Specific Display

### Multi-Panel

- When designing a multi-panel graphic, build as one file. We will split the panels up in printing. Try to minimize type that crosses over the panel breaks.

### Saving Files

- Save Photoshop/image files as psd, tiff or jpg. Jpg files should be of high quality and not overly compressed or sharpened.
- Save Illustrator files as ai or eps.
- Files can be saved as pdf's if they were saved at a high quality setting and include bleed and crop marks.

### File Submission

- CD/DVD, flash drive, email to monny@munroestudios.com or submit via our FTP site (call for details).
- Provide a PDF layout or hardcopy proof.