

Preferred Software:

Photoshop

- Saved as flattened **.TIFF** or **.EPS** or **.PDF**
- Resolution **100ppi** at final size, Resolution for output **16" x 20" or smaller should be 300ppi**, if possible
- **Support all Photoshop versions up to CS5**

Illustrator

- Saved as **.AI** or **.EPS** or **.PDF**
- All fonts **MUST BE CONVERTED TO CURVES/OUTLINES**
- Embed all supporting images; resolution 100ppi at final size
- Embed all supporting images; resolution for output 16"x20" or smaller should be 300ppi, if possible
- **Support all Illustrator versions up to CS5**

Portable Document Format (.PDF)

- Preferred as PDFX-1a or later compliant, or High Resolution output
- All fonts **MUST BE IMBEDDED**
- Please try to adhere to CMYK images with U.S. Web Coated SWOP V2 imbedded profile

InDesign

- Saved as **.INDD**
- Support images resolution 100ppi at full size, images resolution for 16" x 20" or smaller 300ppi, if possible
- Please try to adhere to CMYK images with U.S. Web Coated SWOP V2 imbedded profile
- Include PDF for proofing reference
- **Support all InDesign versions up to CS5**

Quark Xpress

- Saved as **.QXP** or **.QXD**
- Support images resolution 100ppi at full size, images resolution for 16" x 20" or smaller 300ppi, if possible
- Please try to adhere to CMYK images with U.S. Web Coated SWOP V2 imbedded profile
- Include PDF for proofing reference
- **Support all Quark versions up to 8**

Other Software

- Corel Draw - we work with Corel Draw 11, though it is not recommended by us for printing. If you work in this format, please provide a high res PDF with original files
- Microsoft Office - Excel, Word, Power Point are NOT supported as large format printing applications and can produce unpredictable results.

Other Standards and Tips

- Submitting files with tiles (booths) - please submit all files as 1 full size image. Leave the tiling to us. All Quark and InDesign files should be made as 1 page, not facing pages.
- Color matching - If you require a specific color match, please send us a printed/physical sample of what we are to match. If your logo is a Pantone® color, please provide the number (including style - coated, uncoated, etc). The Pantone® swatch book we reference is Solid to Process
- **Bleed** - please include bleed on **ALL** files