

# Art File Setup Guidelines

## ACCEPTED FILE FORMATS/FILE SETUP

- Adobe Illustrator
- Adobe High Res PDF
- Adobe Photoshop
- **Convert all fonts to outlines**, layer files, keep text and graphics as vector, **supply all links**.
- Artwork setup at **full size** or scaled proportionately.
- Provide correct spelling and grammar across all text.

## RESOLUTION

Final output for print should be

- **100 dpi** at full size 1:1 scale.
- **200 dpi** at 1:2 scale.
- **400 dpi** at 1:4 scale.

## BLEEDS

- Minimum **2" bleed** on all sides.

## COLOR

- Artwork setup in **CMYK** color space.
- For **PMS** colors, set PMS color to spot and follow the naming convention from the PANTONE library ( PANTONE 485 C).
- PMS color matches are for guidance and will be matched as closely as possible through digital CMYK printing process.

## UNEXPECTED PRINT RESULT WARNINGS

- Illustrator may cause pixelation in transparency effects, gradients, and drop shadows. **Please create these effects in Photoshop.**
- Files setup as RGB will be converted to CMYK, which may result in unexpected color shifts
- Client is responsible for grammatical or spelling errors on art we receive.

## UPLOADING ARTWORK

*Always include a low resolution PDF or screenshot of the artwork when sending in files to compare to real art files when proofing.*

**SMALL FILES** • Files under 10 MB can be sent through email.

**LARGE FILES** • Please upload your Art to [wettransfer.com](http://wettransfer.com) and include an Ion email recipient for upload notification.