earnest images
portable displays
for immediate impact

FILE PREP GUIDELINES

Please provide high resolution digital files. We accept files on CD or DVD, via file share like WeTransfer or they can be uploaded to our FTP site (contact us for FTP instructions).

File Formats:

- **PHOTOFABRICS (Big Fabrics, Banners, Retractables, Podium Wraps, Flags and Milan Displays):** Use Illustrator, Photoshop and/or InDesign and save your images in CMYK as Print Ready PDF or EPS files.
- **TABLE COVERS:** Use Illustrator, Photoshop and/or InDesign and save your images in CMYK as Print Ready PDF or EPS files.
- **VINYL, LAMINATED SUBSTRATES:** Use Illustrator, Photoshop and/or InDesign and save your images in CMYK as Print ready PDF files only.

File Prep Checklist:

- **LAYOUT ACCURACY:** Save each display as its own file or page. When sending discs, provide an accurate and fully updated color hardcopy of each layout for proofing and placement checking purposes. If files are sent via FTP, then please include pdf's of each layout for this purpose.

- **FILES TO INCLUDE**: Native files should be sent including all supporting files such as images, fonts (printer & screen fonts), illustrations, etc.
- **Support files _must not be embedded_, but linked in editable format.**
- **Files should include all layers and not be flattened.**
- Ensure file names are properly updated in all layouts, and include appropriate extensions (for example: filename.eps, filename.ind).

- **RASTER IMAGE FILES:** Must be Photoshop compatible. Please provide resolution of at least 100dpi at 100% size or equivalent (200 dpi at 50%, 400 dpi at 25%). Provide in Native file format or as an EPS or TIFF (do not submit JPGs, GIFs, PICTs, etc).

- **VECTOR ART:** Should be Illustrator or Freehand compatible; link files as opposed to embedding them. Convert strokes to outlines on all vector artwork. Provide in Native file format or as EPS (do not submit Quark EPS format files).

- **COLOR MATCHING:** Include Pantone (PMS) callouts for all solid colors (use Uncoated colors). Pantone specifications allow us to match colors closest. For best results, include in a separate folder your fully updated and layered Photoshop files, including additional channels and paths.

- **BLEED & CRITICAL ART:** Provide at least ½ inch bleed around all layouts, as well as accurate crop marks. _Keep all critical copy & art at least 2" away from finished edges on Big Fabrics & Milan Displays and at least 1" from finished edges on all other products._

- **FONTS:** Always supply font suitcases, including both screen and printer fonts. Whenever possible, convert type to outlines. Include a separate folder and an editable type layout, should spelling or content need editing.