

ART SPECIFICATIONS



SUN SCREENPRINTING, INC.

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HOW TO PROVIDE FILES

Please supply files on a CD, or DVD. Email small files to artdept@sunscreenprinting.com
Upload larger files to our FTP site - call for details.

ART FILES

SOFTWARE: Preferred software is Adobe Illustrator vector art version CS4/eps or lower. Photoshop CS4 or lower. PDF's, Corel Draw 11.0 are accepted but will be converted to Illustrator.

We do not accept Quark, MS Word, Pagemaker or Powerpoint files.

SAVING ILLUSTRATOR CS4 OR EPS FORMAT

When saving files, please save in Illustrator CS4/eps or lower. **Always convert all type to outlines.** Also supply all placed files.

Directions on Converting Text to Outlines in Adobe Illustrator:

- (1) Select all.
- (2) From the **TYPE** menu select **CREATE OUTLINES.**

PHOTOSHOP PSD, EPS, AND TIF PLACED FILES

Please send files as .psd, .eps, or .tif at actual size with a minimum resolution of 150 dpi, with 300 dpi being the maximum resolution. Bitmapped images can be sent with a resolution as high as 900 dpi for optimal quality. All Photoshop files should be CMYK, Grayscale, or Bitmapped.

For digitally printed pieces please send files at actual size at 100dpi.

Please make sure that the three letter extension appears at the end of the file name. The .psd format with layers intact is the preferred format. **Do not send .gif or .jpg files for final output. (these are low resolution compressed formats which are not acceptable for printing).**

BORDERS, BLEEDS & LINE WEIGHT

- ◆ For die cuts and non-bleed artwork, our minimum margin is 0.125"
- ◆ Bleeds should be set at 0.25"
- ◆ Use a minimum line weight of 1 pt. for positive strokes and a minimum line weight of 1.5 pt. for reversed strokes.

SPOT COLORS

When assigning a specific "spot" color to art or text please use a Pantone (PMS) color chart. This will insure that the color you have selected will be reproduced accurately in the final product.

ADDITIONAL INFORMATION TO PROVIDE

- ◆ The software and release that was used. (*Adobe Illustrator CS, Photoshop CS, etc.*)
- ◆ Contact and phone number of the person who saved the file on disk.
- ◆ A copy of the finished art with color breakdown and placement.
- ◆ Specify colors and placement. Pantone (PMS) for spot or CMYK for 4-color process.
- ◆ **DO NOT** create files in RGB or Lab color.
- ◆ Mark sizes and indicate final shape. (*die-cut*)
- ◆ Also include a low res jpeg of the final file.

ELECTRONICALLY PROVIDED ART

Art files up to 10 megabytes can be e-mailed to the following address:

artdept@sunscreenprinting.com

To use our FTP site please contact our office and ask to be registered. We'll provide you with a link, user name and password.

CALL THE SUN ART DEPARTMENT FOR ASSISTANCE AT 1-800-248-4817 EXT. 124.

**DECALS • BANNERS • DIGITAL PRINTING • POINT-OF-PURCHASE
SPOT AND 4-COLOR PROCESS • FULL SERVICE ART DEPARTMENT**