



## File Specifications

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Point Imaging will make every effort to print your digital files in the most accurate and timely manner possible. **Please review order confirmations and digital files carefully.** Files needing modifications or formatting may be subject to additional charges based on Point Imaging's current rate of prepress services. To avoid additional charges, please consult your project manager and use the following guidelines for file set-up. Correct preparation of digital files is crucial to timely delivery of your project. If you have any questions or concerns, please contact your Point Imaging Project Manager.

The following general rules apply to all files submitted to Point Imaging. These are items we have found to be critical to the successful completion of your orders within our workflow. If computer time exceeds the estimate, you will be notified.

- Always include complete written instructions including file names, contact name, and phone numbers.
- Make sure your name is on all disks, artwork, color guides, etc.
- Provide hard copies with PMS callouts, dimensions, quantities and any other pertinent information
- Do not submit original files, always submit a copy.

### Storage and Digital Media

You can upload your file to our FTP site, or submit the following media:

- Zip
- CD-ROM
- DVD

### Recommended Software

- Adobe Illustrator - Files must have **placed** images (not embedded), and all fonts must be converted to outlines.
- Adobe Photoshop - Including all layers, paths and channels.
- Adobe InDesign - Including all placed images, logos, fonts and other elements.
- **All files must be RIP ready.**

Acceptable file compression formats:

- Stuff-it (Macintosh)
- Zip (Windows)

### Type, Copy, AND Line Art

- Type, logos, and illustrations must be provided in one of the formats listed above, not as bitmapped art.
- Depending on output size, do not place type close to the edges of your document. For example, on a billboard, do not place type closer than 3 inches (in actual size) to the visible edge of the layout.
- Trapping of files is not required

## Output of Layout File

Include a hard copy (color or black and white) of each file. This will help identify the contents of your disk and provide us the means of preflighting the file.

## Bleed Requirements

- Images and complex illustrations that extend to the edge of the sign must include bleed.
- Bleed amount can vary anywhere from 1" to 1'. To determine what bleed specifications are required, please contact your Point Imaging Project Manager

## High Resolution Images

All raster images must be 100 dpi and must come into the layout at 100%. If you discover that you need to scale up the hi-res file to achieve the desired cropping, recreate the file at the appropriate size or scale it to size in Photoshop. For detailed information about resolution please refer to the guidelines below.

In most instances it is unnecessary to build your files with raster images at offset resolution standards. The following guidelines are based on print size and viewing distance.

A good rule of thumb is:

- Close viewing distance: 150-200 dpi at final output size
- Midrange viewing distance: 50-75 dpi at final output size
- Distant viewing distance: 20-50 dpi at final output size

Application	Print Size	Excellent (DPI)	Good (DPI)	Acceptable (DPI)
Billboard/Large Banners	>14' x 48'	75	40	25
Small Banners	< 3' x 6'	200	150	100
Medium Banners	< 10' x 12'	100	75	50
POP Window Clings	~ 30" x 40"	250	150	100
Vehicle Wraps Passenger Vehicle		150	100	75
Semi Truck Sides Semi Truck		100	75	50
Building Wraps		50	25	15

## Color and Color Matching Requirements

Convert files that are RGB, Duotone, Grayscale, or Bitmap to CMYK (Caution: Color mode changes may produce unexpected or unacceptable color shifts that may not be detectable on a monitor.)

### Image file formats

- .EPS (Preferred)
- .TIF
- .PSD

### Vector Files

- Colors can be Process or Pantone callouts.
- Specify both beginning and ending PMS colors for any graduated blends.
- Provide a physical sample (printed sample, color proof or swatch) to match.
- When creating a color tint using PMS percentages, make certain to note that it is a tint value.
- A Press proof can be produced for client approval
- It is not necessary to provide a specific type of proof, but the supplied client proof should be considered acceptable for final color approval by the client.

**Note:** Desktop inkjet printouts or color laser printouts are not recommended as color samples to match.