

# graphic specification

## GENERAL REQUIREMENTS:

### Digital Photographic Output:

- All jobs should be accompanied by a HARD COPY.
- All projects must be supplied with all support files and fonts.
- Send only back up copies of files.
- Set up your document in proportion to your FINAL output size.
- Disks should contain only the files we need.
- Let the document edges be your crop. Do not make your own crop marks.
- Indicate any PMS colors to be matched in the document and on the hard copy.

### FONTS:

Provide a complete set of each font used; i.e, if postscript fonts are used both screen and printer fonts are needed. In addition to fonts used within the final layout, all fonts used within imports are also required. This includes fonts used in layered photoshop files. Fonts must be outlined or provided.

### RASTER IMAGES:

Color Modes :

CMYK (Raster Photoshop Specs)

DPI @ full size: 72-150 DPI\*

File Format: Binary EPS (for linked files – not ASCII)

Flattened TIFF or EPS (for files printed directly from Photoshop)

Flatten layers (unless you need a color match).

If you have worked on a layered version of your raster image, we request the layered PSD or TIF be sent along with any flat version you may be linking to.

Delete extra layers and channels.

DO NOT COMPRESS FILES IN ANY WAY.

Images should NOT be embedded within the layout program; they MUST be linked.

### ACCEPTABLE FILE FORMATS:

Color Mode: CMYK

Photoshop TIF, EPS, PSD

Illustrator EPS, PDF, AI (fonts converted to outlines)

Freehand EPS (fonts converted to curves)

InDesign PDF

CorelDRAW EPS (fonts converted to curves)

QuarkXPress PDF

We request files be provided with all needed fonts and links also provided.

*Files from OTHER applications may be supplied as EPS / PDF files but please be aware that these will be printed as supplied and WE CAN'T BE RESPONSIBLE for errors resulting in them not following these saving guidelines. We can't alter the files content.*

### Transparency and Gradient Meshes:

Elements that use transparency or gradient meshes should be rasterised or flattened. When rasterising elements in Illustrator, aim to have a resolution of approx. 72dpi when printed at full size.

## SPOT COLORS:

Unlike presswork, our Grand Format & Photo Image output devices do not run actual Pantone inks. Colors designated as Pantone match will be matched to the nearest process equivalents. Due to the PMS to process conversion, we are not able to match ALL PMS colors. If you have a specific color critical Pantone or spot color we can either supply a color test print/color chart (for a small fee) or provide you with a CMYK color breakdown. Please note that the Grand Format printing processes can't reproduce metallic, fluorescent or very vivid colors.

## PROOFS (hard copies)

Up-to-date color visuals must be supplied for all jobs.

It is vital that we have these so that we can maintain our quality control and ensure you receive correct prints. Please state on the print if we are to color match to the visual otherwise it will be accepted that it is for content only. NO LIABILITY can be accepted for jobs that are supplied without visuals.

## RICH BLACK:

Jeti 3150UV Flatbed: 50% C / 50% M / 50% C / 100% K

Jeti 3300: 40% C / 40% M / 40% C / 100% K

Salsa 3400: 50% C / 50% M / 50% C / 100% K

HP5000UV: 0% C / 0% M / 0% C / 100% K

HP5000DYE: 0% C / 0% M / 0% C / 100% K

*(do not use Photoshop's black in the swatch 75% C / 68% M / 65% C / 90% K)*

*This will cause excessive bleeding, we are unable to correct this problem in a flattened Photoshop file.*

*\* Images that are considerably smaller than the recommendations above will print very "pixilated" – that is... the image will be made up of very visible block pixels. It may also appear "soft": fuzzy / blurry / out of focus. The amount of pixilation and softness of the picture will ultimately depend on how much an image supplied has to be enlarged to reach the minimum requirements. If an image has been supplied well below the minimum suggested resolution then, despite what some designers / clients believe, it cannot be "scaled up" – the image will still appear pixilated and soft. The only solution will be to rescan the image to the right size dimensions and resolution or, in the case of a digital camera picture, re-shoot the photo at a higher resolution setting. See example below.*

Mega-Prints logo in its native Illustrator format. (vector art)



Mega-Prints logo designed in Illustrator saved in .jpeg file format for use on the internet. File was downloaded from the internet and placed into Illustrator and "scaled-up".



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