

S E V E R N

G R A P H I C S

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General Information

Lambda Prints

Optimal resolution is 400 dpi for anything 12x18 or smaller or any fine detail and type.

200 dpi for 12x18 and above.

Files larger than 36 x 48 can be a lower dpi if needed.

Photoshop files need to be RGB (Adobe98) with no alpha channels or paths.

When using Quark 5.0 and above, all imported photoshop images need to be CMYK. Pantone colors should be kept as pantone NOT converted to cmyk or rgb.

Illustrator 10.0 and above use CMYK for document color mode and import cmyk photos. Pantone colors should be kept as pantone NOT converted to CMYK or RGB.

Seiko & HP9000

Optimal resolution is 200-300 dpi, if large billboard size 50-72 dpi is acceptable.

All files submitted in photoshop should be RGB. Any photoshop files imported into illustrator, Quark, or Indesign should be CMYK.

Rho

Will accept Photoshop tif files and Illustrator eps files. White and Varnish channels need to be set up in-house.

Photoshop files need to be CMYK, and sized to 1/4, 1/2 or full size at 363 dpi.

Illustrator files need to be CMYK with imported images at 363 dpi at 1/4, 1/2 or full size.

Acrobat PDF files, Word, Excel, and Power Point are **NOT** poster programs. However we can manipulate files most of the time. Some imports may cause problems or be too low res. Computer time may have to be charged in order to make the files printable.

HARD COPIES ARE NEEDED to compare to our files.

SOFTWARE PROGRAMS NOT SUPPORTED:

CAD programs: Convert to illustrator file. If too complex, will not work.

MS Publisher: make a hi-res pdf

Freehand 11 and above will need to be converted down to 10 or exported as a eps or hi-res pdf file with fonts converted to curves.

General Information

Programs supported:

CS programs 1, 2 and 3 are supported.

Photoshop files saved as tif's or psd with no extra channels.

Quark 6.5 and 7 are supported.

Any programs that do not embed images (Indesign, Quark, etc.) need to have the fonts and imported images sent as well. All should be stuffed or zipped before sending via email or ftp.

Corel Draw and Illustrator files are fine. It would be best to convert all type to curves or make sure you supply the fonts.

A high-res pdf is also acceptable.

Hard copies (printouts) of the file are always helpful to compare to the file.

If color match is critical please supply native software files, not pdf's, so we may adjust your colors. Also please list any pantone colors that are critical.