

List of Programs and Preferred file formats.

Photoshop, Fireworks - .tiff, .jpg, .psd, .bmp, .eps (*raster art*)
(*Photoshop .eps file may not be able to be printed spot color*)

Illustrator, Freehand, Corel Draw - .ai, .eps (*vector art*)
(*We do not have Corel Draw*)

Adobe Acrobat - .pdf (*can be raster art or vector art*)

List of Layout Programs and what needs to be included.

Quark (Mac 7) (PC 6.5) - native file, fonts, all images, .pdf

InDesign (Mac CS3) (PC CS2) - native file, fonts, all images, .pdf

Publisher 2007 (PC only) - native file, fonts, .pdf

*Need to know if file is **MAC** or **PC***

List of Acceptable Logo file formats to be provided by customer for intended output:

4-Color Offset Printing - .tiff, .jpg, .psd, (*raster art*),
.ai, .eps (*vector art*), .pdf - *needs to be converted to CMYK*

B&W Offset printing - .tiff, .jpg, .psd, (*raster art*),
.ai, .eps (*vector art*), .pdf - *needs to be converted to Grayscale or Black*

1, 2, 3 or any Spot Offset Printing - .ai, .eps (*vector art*),
any other format will need additional prepress work

4-Color Indigo / Color Copies - .tiff, .jpg, .psd, .bmp (*raster art*),
.ai, .eps (*vector art*), .pdf

Black & White Copies - .tiff, .jpg, .psd, .bmp (*raster art*),
.ai, .eps (*vector art*), .pdf

File formats such as .gif, .png, .bmp may be low res and may not be suitable for printing.

Word - .doc, .pdf (*PC Only*)

PowerPoint - .ppt, .pdf (*PC Only*)

Best ways of saving ART files.

- .tiff - (raster art) used for all photographs in document, converted to CMYK. (Photoshop files)
- .jpg - (raster art) can be used for photographs. but not as good as .tiff. Convert to CMYK. (Photoshop files)
- .eps - (vector art) used for non raster images, mainly logos, may include spot colors or CMYK. (Illustrator files)
- .pdf - should include bleeds and be saved as CMYK. Should be saved at high resolution. (Acrobat files)

These are only guidelines and there are always exceptions to the rule - please call us with any questions you may have.

Difference between RASTER ART and VECTOR ART:

Raster art is made of pixels (dots) - when it is enlarged or reduced the pixels get bigger or smaller. When the pixels get larger they look worse the more it is enlarged. General rule is 300 dpi for printing (offset press/Digital press) and 150 dpi for banners/posters (HP).

Vector art is made of lines - it can be reduced or enlarged with no variation in clarity of art. This is best for large banners/posters or for spot printing.