



## **TECHNICAL SPECIFICATION REQUIRED FOR SUBMITTING GRAPHICS FILES**

### **FILES:**

These must be written in one of the following software programs: Photoshop, Illustrator or freehand, version CS3. These formats will enable us to edit and adjust the images as required.

- For High Resolution Digital printing, files must be at least 400 DPI, scaled down to 30% for printing at 1200 DPI optical resolution.
- For Medium resolution Images, files must be at least 300 DPI, scaled down to 30% for printing at 600 DPI optical resolution.
- For Silkscreen graphics, files must be set at 120 DPI, estimating a grade resolution of 22 points per inch.

### **Design:**

It's important to keep in mind that graphics which are printed from digital files do not reflect the same color tones shown on the computer screen. For this reason, it is important to print a proof showing the color and resolution of the actual printed graphics. It is also important to develop the graphic files in LAYERS which will enable to make any necessary changes. If the customer follows Pantone color codes, it is recommended that these are noted in the files.

### **Die Cut**

If the file requires die cuts, these should be set in AI or EPS format, as an additional layer independent from the design.