

Art Specifications

Here at Mile High Graphics, our art staff works with industry-standard software from Adobe on both Mac and PC platforms. We have the capability of working with a wide variety of file formats, but following these simple guidelines will help us meet your deadlines with the highest quality results.

1. Please supply us with a printout of your project. If you are submitting the art via FTP or email, please supply a PDF or JPEG preview of what is to be produced.
2. We accept CMYK and RGB files, but please be consistent (do not mix and match.)
3. Do not link or place images into your Adobe Illustrator documents. Embed or rasterize images.
4. Include any images used in your document(s) in a folder or zip file.
5. Include any specific or unusual fonts if text requires editing. If no edits are needed, please outline fonts.
6. Please work to scale. In the case of a file's size being too large, reduce the dimensions to 1/10 scale.
7. Vector artwork is preferred whenever possible. (Refer to ill.2b)
8. Rasterized or pixel based art must be submitted at a minimum of 100dpi at full scale. (Refer to Page 2 for more information)
9. Layered files are preferred over flattened ones. Include layers whenever possible.
10. If color matching is required for print, please include the Pantone(s), CMYK. For web color matching, please include RGB.

Preferred File Formats:

.ai – Adobe Illustrator Creative Cloud (CC and earlier) – This format is ideal for text, page layout, vector art/logos, and cut vinyl applications.

.psd – Adobe Photoshop Creative Cloud (CC and earlier) – This format is ideal for photographs, images, and designs making use of effects and other filters. (i.e. drop shadows, lens flares, blurs, etc)

.tif – Tagged Image File – This format is ideal for print files. However, they are flattened and won't be ideal for editing.

.eps – Encapsulated PostScript – This format is ideal when saving files that must communicate between different software. Eps can be read by Corel Draw, Quark, and Adobe Illustrator and is widely used as a general vector format. It will also maintain editing capabilities.

Discouraged File Formats:

.indd – Adobe InDesign – This software is useful for page layout, but is poor in creative development or image editing. We suggest Adobe Illustrator as an alternative.

Why? We use Onyx software to process our large format output. Onyx will process three file types; EPS, PDF, and TIF. While InDesign will export to any of these formats, we have seen several issues with the resulting files. Color shifts, drop shadows, and transparencies are negatively impacted.

Help us, help you. If for some reason you need to set up your files in InDesign, we must be supplied with a hard-copy proof layout of your files so that we know what the finished product should look like.

.pdf – Adobe Portable Document Format – PDFs can be an additional means of sending vector files across different software, but ideally these files should be saved as an EPS. Similar to InDesign, PDFs are more likely to introduce issues with color shifts, and other artifacts that can negatively impact the design.

Microsoft Office Documents – Word, Powerpoint, Excel, and publisher are not the best solutions any format of graphic design or production. But we understand that it may be the only choice for some. If this is the case, we will do our best to accommodate, but additional set-up charges may result.

Getting Your Files To Us:

CD or DVD - Please be sure to label your media and supply layouts of your project.

E-Mail - Anything under 5mb, please be sure to include a PDF or JPEG preview of your project

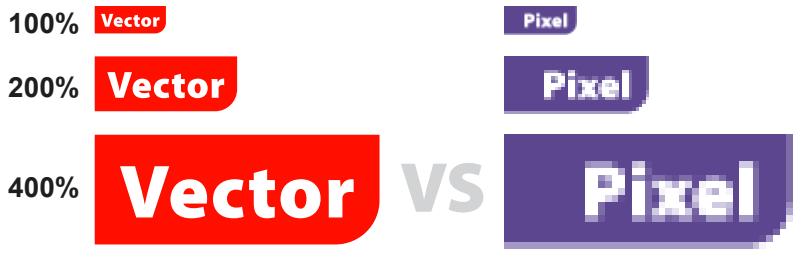
FTP - Information on how to access our FTP is available upon request. But please still include a PDF or JPEG preview of your project.

File Resolution:

File resolution can make or break a good design. It is important to keep this in mind throughout the design process. For large print files, we use a target resolution of 150dpi at full scale size and a minimum of 100dpi. For smaller print files, we use a target resolution of 300dpi for fine details and small text. Subject matter should be a consideration when choosing the proper resolution. The more detail (Text, logos, etc) the higher the resolution should be. While, on the other hand, large photos (Backgrounds, landscapes, etc) can fall closer to the 100-150dpi range. Physical size and viewing distance of the final printed product should also play a role. If the final image is being viewed from a highway on a billboard, the dpi can range closer to 100. While a magazine will be viewed up close and needs higher detail closer to 300 dpi.

File Scale	Optimum Resolution	Minimum Resolution
1:1 scale	100ppi	75ppi
1:2 scale	200ppi	150ppi
1:4 scale	400ppi	300ppi
1:10 scale	1000ppi	750ppi
1:20 scale	2000ppi	1500ppi

ill.2b



Vector Graphics:

Mathematical designs that can scale to any size and remain sharp (as shown in ill.2b). Artwork supplied to us in vector format will help insure that your logos, text, etc are razor sharp at any given size.

Resolution & Illustrator:

Adobe is host to several feature, including drop shadows, transparency, gradient mesh, and so on. While these effects may enhance a design's appearance on-screen, they don't always translate well when outputting to print. Most importantly, these effects are resolution dependant, so you need to make sure you adjust the "document raster effects" settings appropriately to avoid any surprises at print time. Please use the same resolution guidelines (Shown Above) for your "Document Raster Effects" Setting.

Resolution & Web Graphics:

While the internet is a great tool for gathering information, it won't always necessarily yield optimal images for print. In most cases, images on web pages are set to 72dpi. This is because that's the max dpi required for a sharp image onscreen. But these images aren't appropriate for print and will generally appear pixelated. (See illustration below.)



ill.2b

72dpi graphic 2.25"x1.6"
Pulled from the web.

Same graphic scaled up to 22.5"x16" (the size of a typical door decal.) Doing this effectively reduces the resolution to 7dpi. The resulting logo is difficult to read, and unprofessional in appearance.