

Art Specifications Information Sheet

In order to provide you with the best result, **please ensure artwork is supplied in line with these specifications.** Crystal Clear Imaging is **not** responsible for print errors or late deliveries where artwork has been supplied incorrectly.

Preferred File Formats • PDF, EPS or TIF

For maximum quality and resolution, we advise that artwork be generated in Photoshop, Illustrator, or InDesign and sent as PDF, EPS, or TIF. JPEGs or PNGs can be used, but they must be high resolution to avoid pixelation.

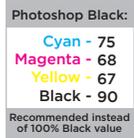
For InDesign files, please be sure to package your file and send all contents, such as linked images and document fonts.

Please do not include registration or crop marks in your artwork.

Color • CMYK or PMS



All of our print jobs are produced in CMYK or with PMS colors, so please be sure to generate your artwork in CMYK color mode and call out specific PMS colors from your brand. We specifically match PMS colors from the **Solid Coated** Pantone Book.



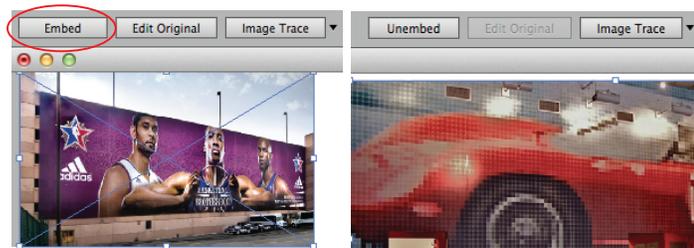
It's best to avoid RGB or HEX color values, as those are for web use. We cannot ensure color matching for documents in RGB or HEX colors.

When printing a solid black color, we recommend Photoshop Black, which is the richest black value. (SEE LEFT)

Embedding Images

When placing images in Illustrator, be sure to embed the images. This prevents your images from dropping out of the document when our designers open the file.

When an image is not embedded in the file, it will have a blue "X" across the image. Once you have clicked the **Embed** button with the images selected, the blue "X" will disappear. (SEE BELOW)

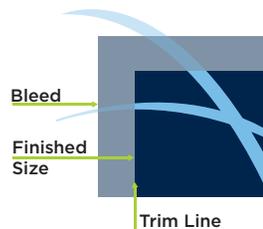


Bleed

Bleed is extra art that is printed beyond the finished size, and then trimmed away, leaving a clean printed edge.

For wall and vehicle graphics, **6" bleed on all 4 sides** is preferred. This is crucial for a successful install.

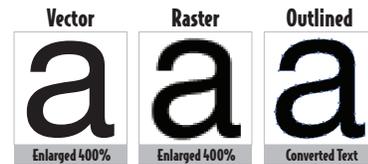
For Foamcore, Sintra, Coroplast, etc., **0.5" bleed on all 4 sides** is preferred.



Fonts

Please do not keep fonts active when sending files to print. To convert the fonts to outlines in Illustrator, select all type, click **Type** in the top bar, then select **Create Outlines**. In Photoshop, flatten or rasterize the layers.

It may also be helpful to send or package a file with the fonts that were used in the document, especially if we have to do typesetting for your job.



Size & Resolution • 100 ppi

Resolution is critical for high quality printing. Vector files are preferred, because they can be enlarged infinitely and never lose resolution. Raster images are built from pixels, which won't keep crisp lines once enlarged. If you need to generate your artwork at a smaller scale, be sure to increase the ppi in order to maintain resolution.

We aim to produce all jobs at 100 ppi. It is unnecessary to submit art at a higher ppi. Printing at 300 ppi is limited to smaller publications.

Billboards are an exception in resolution because of the farther viewing distance. Set up billboards at 1/12th scale at 300 ppi.

File Example

Size	PPI
ORIGINAL	
100"x50"	100
HALFSCALE	
50"x25"	200
QUARTERSCALE	
25"x12.5"	400
1/10th SCALE	
10"x5"	1,000

Billboard Setup

Size	ppi
1/12th SCALE	
48"x14"	300

File Submission

On www.ccimaging.net, follow the instructions on the **Upload Artwork** tab. If you have multiple files, please zip all files before uploading.

It is important to name your file properly. Please include your company name, description of item, and scale. Please share your file name with your project manager.

Please be patient with large files, as they may take more time to upload.

IF YOUR ART IS READY TO GO...

Use the utility to the left to upload your files. It will prompt you to add a note and your email address, then your file will begin to upload.

Make sure not to close your browser until you get a message confirming your upload.

- TIF, PSD, EPS, AI, PDF, or JPEG formats accepted.
- Outline all fonts and embed all images or include a folder with linked images and files.
- Pantone colors must be called out and assigned for matching purposes.
- Zip your files if you have multiple files.
- It will prompt you to add a note and your email address, then your file will begin to upload.

Before uploading, please be sure you have the rights to the data, and want to share the content to the center of this upload website.
View Our Terms of Service.
View Our Privacy Notice.

Please contact your sales representative with the file name to let them know the art is ready to go.