

SBW Graphics works with industry standard software from Adobe on both Mac and PC platforms. These file submission guidelines will help us meet your deadlines with the highest quality results.

THE BASICS:

- Supply a printout, .pdf or .jpg preview of how your finished artwork should appear
- Include any required Pantone colors
- Vector art is preferred whenever possible
- Do not link or place files in Adobe Illustrator documents, embed the images
- Include any embedded images in a folder or zip file
- Layered files are preferred over flattened files, include layers whenever possible
- Provide artwork at 100% when possible, if too large reduce to 1/10 scale
- Rasterized or pixel based art needs to be a minimum of 100 dpi at full scale, less dpi than this will produce blurriness and/or artifacts

COLOR SPACE:

- CMYK or RGB color space is accepted, please be consistent with multiple files
- Be sure any linked images are the same color space as main document
- Any Pantone colors will be automatically converted to CMYK

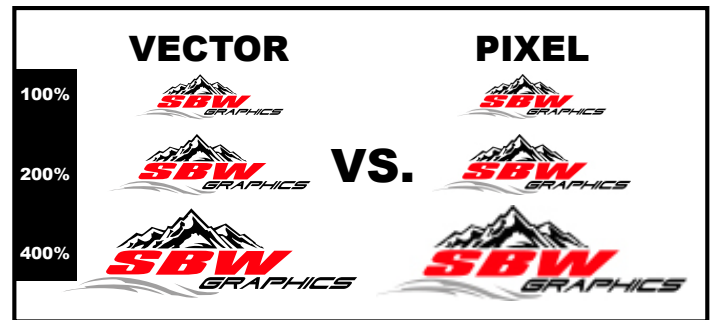
Artwork that includes page layouts, logos, text, etc. will be clean and sharp at any size when it's in vector format.

FONTS:

- All fonts must be included in the file. To prevent conflicts, it is recommended to outline all fonts.

PREFERRED FILE FORMATS:

- **.ai - Adobe Illustrator** - Ideal for page layout, text, art/logos, and cut vinyl
- **.psd - Adobe Photoshop** - Ideal for photographs, images, and designs using effects and filters
- **.tif - Tagged Image File** - Ideal for print files, .tif files are flattened and are not useful for editing
- **.eps - Encapsulated PostScript** - ideal for sharing between software platforms, retains editing capabilities



File resolution for large and small print files.

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

WAYS TO SEND ARTWORK:

- CD/DVD
- USB Flash Drive
- Email - compressed files
- FTP - (Coming Soon!)

IMPORTANT:

- Turnaround time is based on the final approval of the artwork. If changes are required, additional time will be added to the final delivery date
- SBW Graphics takes no responsibility for lost artwork
- Electronic art that does not meet the requirements for art submittal may be subject to additional charges and/or delivery delays

72dpi graphic 2.8" x 1"
Image from the web.



Logo scaled 28" x 10". When enlarging this logo (door logo for example), it reduces the resolution to 9 dpi. The logo then becomes blurry in appearance and difficult to read.