IMAGE CRAFT

FILE SUBMISSION GUIDELINES

PREPARE FILES FOR ACCURATE PRODUCTION

SCAN TO DOWNLOAD & SHARE WITH YOUR TEAM

1 PDF STANDARD

- The recommended file format for all job submissions is PDF. Image Craft supports the Adobe Creative Suite software in its prepress workflow.
- Create files to the actual trim size. PDF documents must be at 100% size. (If a file is larger than 200", submit at 1/10 size with 1000 dpi accordingly.)

2 RESOLUTION

- The images should be high resolution. Our recommended DPI at 100% size is 100.
- Do not exceed 2GB total.
- Viewing distances should be taken into account and drop DPI to keep the file size manageable.

3 BLEED

There are two types of bleeds to keep in mind.

- **Install bleed** stays with the intended print. This size should be included in the requested file size needed. Install bleed does not get cut off during production as it is typically utilized as a "buffer" during the installation step.
- **Cutting bleed** is the other type. This bleed only needs to be 1/8" (.125") on each of the sides. Cutting bleed does get trimmed off. Production has methods to provide this bleed if none is included at file submission. Its purpose serves to ensure no white is shown in the event of any minimal walking or distortion.

4 FONTS

- All fonts used in a PDF file must be embedded, outlined, or converted to shapes.

5 COLOR MATCHING

- Our devices print in CMYK modes.
- The systems in-house do accept other modes and will convert the colors as needed.
- It is recommended by Adobe to not mix modes. Ensuring the documents' mode is the same as the color space of the provided links produce optimum results.
- Do the same with any process colors within the document so it matches the document mode.
- Image Craft's color managed system is designed to balance colors utilizing the G7 method.
- Each printer/ink type/material combination has its own unique achievable gamut. The printers are balanced to an achievable common gray balance. This balance helps maintain a similar color appearance across various methods.
- Image Craft offers additional services to address variances that may be caused from variables outside our control.
- Manufacturers lot differences in materials and environmental shifts in temperature & viscosity to name a few examples.