



# FILE SUBMISSION GUIDELINES

## FILE SUBMISSIONS

Please upload files at <https://www.imcraft.com/upload-file/>

Please select your sales rep. It is helpful to include your project name in the text box as well.

You can also submit using standard FTP sites such as WeTransfer and Drop Box.

For the most timely and accurate production, make sure you include all links to artwork, fonts and images. It is always ideal to send the native file.

## FONTS

Include all necessary fonts with your file when submitting your artwork.

Outline all fonts prior to submitting your files. This is easily done by Shift + Command + O.

## IMAGES

Always include all necessary images with your files when you submit your artwork.

Images should not be embedded into the file.

Native formats (.ai, .psd, .ind) for links are always preferred with all support files included.

Vector files are ideal since they can be scaled to any size with out

## ACCEPTED FORMATS



Other supported files types:



- **Adobe Illustrator (.ai)**  
Expand all fills and strokes and convert all text to outlines.
- **Adobe Photoshop (.psd, .psb)**  
When preparing your .psd file make sure it is set at 100dpi at full-size in inches. Flatten .psd to a single layer background layer with appropriate bleed.
- **Adobe InDesign (.indd, .inx)**  
Use the FILE>PREFLIGHT and FILE>PACKAGE options.

## COLOR MATCHING

Please work in CMYK (RGB should only be used for photography).

For color-critical projects, please provide PMS Coated (PMS-C) colors. Also include the native file as this will reduce the time and cost of color matching.

Do not convert any color profiles as we will handle it in our design group. Leave all PMS colors set to spot color. Do not roll them over to 4C process.

Color critical projects require printed samples for approval (versus pdf) and additional charges may apply.

## RESOLUTIONS

The following are recommended resolutions for your files:

- **Banner and Event Signage**  
No less than 50 and no more than 150)
- **Wallcovering/Murals**  
No less than 50 and no more than 100
- **POP**  
No less than 75 and no more than 200
- **Vehicle Wraps**  
No less than 70 and no more than 150
- **Fine Art and Photography**  
No less than 100 and no more than 200

Whenever possible, create files at 100%. If scaling is necessary, please scale at 75%, 50%, 25% or 10%.

Remember: scale DPI to match. For example: 72DPI at 100% = 720DPI at 10%.

## BLEED

Use the following guidelines for determining bleed:

- General projects: .25" each side
- Wall Murals: 2" each side
- Banners: 2" each side
- \* Fabric: Please call your sales rep

If scaling your file, remember to scale your bleed as well.

## QUICK CHECK

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Fonts are outlined and included.      | <input type="checkbox"/> If file is scaled, DPI is adjusted. | <input type="checkbox"/> Appropriate bleed is added.        |
| <input type="checkbox"/> Images are included and not embedded. | <input type="checkbox"/> Images are appropriate DPI.         | <input type="checkbox"/> In CMYK and PMS colors called out. |