



# FILE SUBMISSION & ART GUIDELINES

*Meeting these guidelines will reduce the amount of time we spend altering, correcting or preparing your file. Files submitted that do not meet the following guidelines will be returned for modification.*

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## ART GUIDELINES

### COLOR MODE

- Files should be provided in CMYK with specified PMS colors. PMS colors should not be altered and should remain specified spot colors. Always alert your Project Manager to *brand specific* PMS colors to ensure proper color handling and matching.
- All black & white files should be provided in grayscale.

*\*We highly recommend printed proofs from our machines to check color and resolution. Color and resolution should not be evaluated off your monitor or by a print from your personal printer.*

### RESOLUTION

Files formats are preferred to have a minimum 200 DPI resolution at final print size.

*\*200 DPI is a general specification. Some projects will have a lower required DPI and will be specified by your Project Manager.*

### DOCUMENT SETUP

- All files should be submitted at final print size or to scale (50%, 25%, etc.). Scale must be indicated in file name.
- All fonts must be converted into outlines.
- Do **NOT** include crop marks, trim marks, registration marks, color bars or page information.
- Do **NOT** send files as multiple pages or artboards.  
*Example: If you are submitting 4 posters, you should be sending 4 files, not a 4 page file, or a file with 4 artboards.*
- Since many of our projects are custom, your Project Manager may supply templates or specify guidelines for your project.

## SUPPORTED APPLICATIONS & FILE TYPES

We accept files from the following applications:

- Adobe Illustrator
- Adobe InDesign
- Adobe Photoshop
- Adobe Acrobat

We accept files from the following file formats:

- EPS\*
- AI\*
- INDD\*
- PSD\*
- PSB
- PDF - Saved as Press Quality
- TIFF - Please send layered files\*\*
- JPG\*\*

*\*When sending native or working files, you will need to supply us with all images, fonts or any artwork not embedded in the document.*

*\*\*Using flattened file types may result in color shifting or inability to match specific spot colors.*

## DIGITAL FILE SUBMISSION

Files may be submitted the following ways:

- FTP
- Email
- Flash drive
- CD / DVD
- File sharing services (Dropbox, Hightail, etc.)

### *FTP Uploading*

ftp.image4.com

Username: afterhours

Password: late

*\*When uploading to the FTP, create a new folder using your company name and the current date. Example: Image4\_2.25.  
Notify your Project Manager once you have uploaded. Our FTP does not notify about downloads.*

### *Email*

Please send to your Project Manager or to [projects@image4.com](mailto:projects@image4.com). Note: We cannot accept over 10MB.

### *Flash drive • CD / DVD*

We will return your flash drive and / or CD / DVD once the files have been uploaded to our server.

**If you need help setting up your file, or have any questions about the content of this document - please contact your Project Manager & he / she will assist you.**

### **IMAGE 4**

7 Perimeter Road  
Manchester, NH 03103

800.735.1130

603.644.0077

[www.image4.com](http://www.image4.com)

## REFERENCE GUIDE

### DPI

#### What is DPI?

*DPI (Dots Per Inch) or PPI (Pixels Per Inch) refers to the output of resolution of an image. The more DPI or PPI an image has, the more detail and quality the image has. One important thing to note is that when your image size changes, so does your DPI or PPI. For example, if you have a photo that is 10 inches wide by 10 inches high at 200 DPI, when you enlarge it to 20 inches wide by 20 inches high, it is now 100 DPI.*



200 DPI

vs

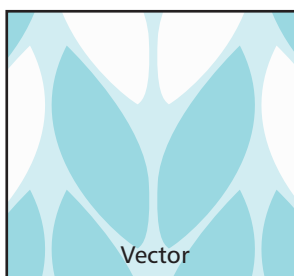


50 DPI

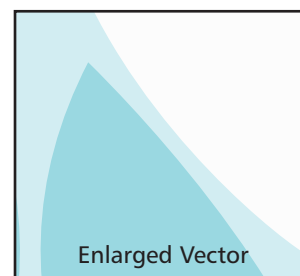
### VECTOR VS RASTER

#### What is vector image?

*A vector image is made up of paths, each with a mathematical formula (vector) that tells the path how it is shaped and what color it is bordered with or filled by. This means that vector shapes can be scaled infinitely without losing quality.*



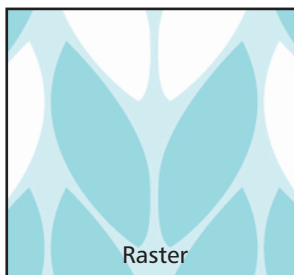
Vector



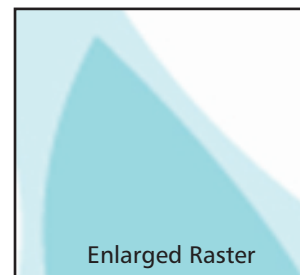
Enlarged Vector

#### What is raster image?

*A raster image is made of pixels, each a different color, arranged to display an image. This means that a raster image has a set amount of pixels and cannot be scaled up without sacrificing quality.*



Raster



Enlarged Raster

### CMYK vs. RGB vs. PMS

#### What is CMYK?

*CMYK (Cyan, Magenta, Yellow, K=Black) is a color model in which all colors are described as a mixture of these four process colors. CMYK is the standard color model used in offset printing for full-color documents. Because such printing uses inks of these four basic colors, it is often called four-color printing.*

#### What is RGB?

*RGB (Red, Green, Blue) is a color model in which all colors are described as a mixture of these three colors.*

#### What is PMS?

*PMS (Pantone Matching System) is an international system of thousands of numbered color swatches. Most corporate colors, in a logo for example, are identified with a number from this system. You'll often hear it referred to as a PMS number. Pantone colors are also called "spot" colors.*