

Larsens Inc. - Graphics and Banner Dept.
1041-A 17th Ave.
Santa Cruz, CA 95062
831-476-3009 831-479-4275 fax
www.larsensinc.com
Karen.tracey@larsensinc.com

File Requirements:

Vector (outline/wireframe) artwork:

Vector artwork is the most desired as it produces the cleanest, "crisp" images.

Guidelines for using Adobe Illustrator

1. Scale Your Project within template (provided upon request)

Do not alter template proportions. Template will be scaled to 10% actual size.

Scale your project to equal: 1 inch = 10 inches

For example: for an 8 ft wide x 3 ft high skirt, the document dimensions should be set to 9.6 in wide by 3.6 in high.

If you are sending individual logos you do not need to scale images. Artwork will be placed in a template and a layout will be emailed in PDF format for your approval.

2. Set the Color Values

Document color mode must be set to CMYK.

Do not use RGB images!

RGB stands for Red, Green, Blue, the primary colors of visible light. A computer monitor can only "imitate" the colors of ink on paper. CMYK stands for Cyan, Magenta, Yellow, and Black, the ink colors used in 4-color process printing.

There is a color-shift. when converting from RGB to CMYK. If you are concerned about the color of your images, then we recommend that you order a proof for your job. DO NOT trust the colors on your monitor, unless you have a monitor that has been accurately calibrated.

Whenever possible use Pantone Solid colors to guarantee correct color output. Request a "printed proof" if you are concerned about color output.

Note: We cannot reproduce metallic color that has reflective properties. Metallics should be converted to CMYK or lower Pantone color numbers.

Example: color calls for "Silver" or Pantone 877. The closest Pantone substitution is 429. A gradient may be used to create a reflective light effect.

In order to get the richest blacks, make sure all the black elements have a CMYK value of:

Standard Settings

C = 70%

M = 70%

Y = 70%

K = 100%

Select each black element and adjust the sliders to the above settings in the color palette.

Please note that various black objects may appear the same onscreen but may be vastly different when printed – always check their numerical values.

Make sure that you check the stroke color as well!

3. Outline your fonts

Convert all your type to outlines before submitting your order.
Choose **Select->All** and go to **Type->Create Outlines** to outline the fonts.

4. Preparing to Save

Be sure to embed all of your placed images. To do this, Open the **Window->Links** palette. Select each image in the palette list, select the fly-out menu and pull down to "Embed Image."

5. Saving The File

Save your file to the native **Adobe illustrator format (.ai)** or to **PDF or EPS**

Checklist

- File is in the correct scale of 1 inch = 10 inches if template is used.
- Colors must be in CMYK format or Pantone Solid coated. Make sure all Black values are set.
- All placed images are embedded in document.
- All fonts are outlined.

Note: To avoid any delay and any additional setup cost, please make sure that all of the above guidelines are met.

Raster artwork (pixel, bitmap)(individual logos or full layout):

Tiff and Adobe Photoshop formats (.psd) are the most preferred if resolution is at least 72dpi at actual size. Bitmaps (.bmp), Jpegs, and gif files are **not** accepted for final artwork, but may be used for quoting purposes.

Guidelines for Adobe Photoshop

1. Scale Your Document

Adjust your document to the correct scale: 10% of actual size

1 inch = 10 inches

*For a 3 ft. x 8 ft. banner, document should be set up 3.6 in. X 9.6 in.

If you intend an image to completely cover a print (full bleed), be sure that the image extends past the document edge. Please DO NOT end it at trim - when sewn, the product will show white on the edges!

Also, do not place important elements like text, borders, or logos too close to the trim line. They may get trimmed off or sewn through!

2. Images

You are responsible for the quality of the images you are submitting. The source of your images is extremely important to obtain the highest quality results. Please be aware of the following:

LOW-END FLATBED SCANNERS - Most flatbed scanners are not very good at preparing images for a 4-color press. The images may appear soft, and fuzzy and the color will likely produce poorly. We recommend having the images professionally drum scanned at a service bureau and saved into CMYK.

LOW-END DIGITAL CAMERAS - Most consumer-level digital cameras cannot produce the resolution or the color needed for a 4-color press. They are typically designed for the internet, not print. There are, however, more expensive digital cameras and camera backs that approach print quality. The newer 3.3 or higher **mega pixel** cameras, for example, can sometimes produce good results in print. Find out about your camera's output in detail before deciding to use a digital camera. When sending an image from a digital camera do not send a jpeg. Instead use .raw, .nef or .tiff. You do not need to change from RGB to CMYK, a color proof will be required instead.

PREVIOUSLY PRINTED MATERIAL - Scanning previously printed material will likely produce a **moiré pattern**— a visible, distracting texture. Whenever possible, start with original photographs or artwork, not previously printed material.

3. Color Information

Do not use RGB images!

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There is a color-shift when converting from RGB to CMYK. If you are concerned about the color of your images, then we recommend that you order a proof for your job. **DO NOT** trust the colors on your monitor, unless you have a monitor that has been accurately calibrated.

Using Black:

If we were only to print the Black values, the black that is printed would appear washed-out. In order to make visually stunning blacks it is necessary to add the other values into the mix.

Standard Black Setting:

C - 70
M - 70
Y - 70
K - 100

4. Resolution

Resolution in CMYK Mode.

5ft. or less 150 PPI

5ft. or greater 72 PPI

To determine resolution at scaled size, determine the scale factor, multiply resolution X scaled factor.

- **Example -**
5 ft. X 7 ft. Image (35 sq. ft.)
Resolution is 75 PPI at full scale
- Your file size will be 6X8.4
Your resolution for 1/10 Scale is 720 PPI (72 X10 = 720)

5. Design Tips

When there is text or vector art, such as logo etc. We recommend you place your bitmap file into vector based application (Illustrator, Corel Draw, etc.) and do your type and vector graphics, this will give you very sharp lines in the final output.

When creating a layout with several logos on a patterned background, maintain layers when saving.

6. Saving the File

We require .PSD, .PSB, .EPS, or .TIFF files from Photoshop.

Here's how:

Select **File > Save as**

- 1) Save as a TIFF
- 2) Set Byte Order to PC
- 3) **DO NOT** check LZW Compression
- 4) Click OK

Check List

- File is in correct scale 1 inch = 10 inches
- Colors must be in CMYK format. Correct color input from the color chart, including black.
- All text must be converted to outlines
- When laying out the design, make sure graphics and text are not close to the edges.

Note: To avoid any delay and any additional setup cost, please make sure that all of the above guidelines are met

**We accept files by e-mail, CD, DVD or files can be uploaded through our FTP site. Call or email for directions.*