



## Designers' Quick Tip Sheet

### ***Color Matching***

All color matches require a PMS color to be called out. The production department will do the rest. True spot colors, RGB builds or CMYK color builds are not acceptable. Some colors are more likely to be achieved due to device limits. However, all PMS colors are matched to their best possible interpretation for the specific output device. Hard copies, print outs or photos can be used as targets for color matching. All critical color matches need to be specifically called out in the file, by e-mail and/or written instructions.

### ***Resolution (dpi) and File Size***

Work in full size when possible. When working in Photoshop prepare your files at 100ppi at final size. Always supply layered files. However, if you prefer to supply flat files, send both a layered and a flat version.

### ***Embedded Images***

Never embed files within your design. Always include a separate file, or "support file" for every placed image. Embedded files cannot be checked for quality or adjusted for color and may act unpredictably when ripped at output.

### ***Fonts***

Include all fonts always. Postscript fonts are preferred.

### ***Multiple Panel Projects***

When creating multiple panel files, set up as one image and at the exact combined width. All images are tiled at the production level from a single image. Designs generated as multiple files can incur production charges and/or not be guaranteed to line up precisely. Attempt to have fonts and logos miss panel splits. It is a good idea to measure out and include guides where panels meet.

### ***Printed Layouts***

Always include accurate prints of your design. Although colors may be somewhat different due to the many output devices used for proofing, an accurate layout helps confirm the composition of the file. If any fonts are linked incorrectly or images shifted, our preflight department will have an accurate map to reference. For e-transferred files, a flattened screen shot may work as a quick reference of the layout.

### ***Color Space (RGB or CMYK)***

The general rule with RGB or CMYK is if the art is Raster (i.e. Photoshop) use RGB, if it's vector use CMYK. In the long run it doesn't make a huge difference. We tend to find that raster art looks better when kept as RGB due to the larger gamut of our default working color space (AdobeRGB 1998), and vector art is more accurate when ripped as CMYK. This is mainly due to our use of perceptual rendering intent for RGB and Relative Colorimetric (with Black Point Compensation) for CMYK, which is the current industry standard.

### ***Software***

Adobe Creative Suite 3 (Illustrator, Photoshop, InDesign), Freehand and QuarkXpress.