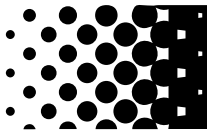# ARTWORKING GUIDELINES

SHADOW GRAPHIX: SUBMITTED ARTWORK GUIDE

Please ensure the artwork you submit for reproduction is in line with our specifications mentioned below. Artwork that is supplied that doesn't conform to our specifications may be subject to additional charges. Current artworking charges are set at **$75** an hour.

Please note that Shadow Graphix can't be held liable for print errors which occur as a result of artwork being supplied incorrectly. Please double check all artwork and elements to be submitted
We accept artwork in all current and previous applications of: Adobe Creative Suite Software - Adobe Illustrator, Adobe Photoshop, Adobe In Design, etc.

If you're using applications such as Corel Draw, Freehand, etc., to produce your artwork then please ensure you export the final artwork as an .EPS file (Encapsulated PostScript).
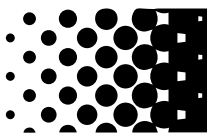
We **prefer** artwork to be submitted in a vectorized format where at all possible. Preferable formats are: 'AI' (Adobe Illustrator), Adobe Illustrator EPS (Encapsulated PostScript) or PDF (Portable Document Format) format
These files enable us to scale, resize and edit, etc. without loss to image quality or resolution. All lines, logos and graphics remain crisp and sharp and reproduce so on the final printed output.

CMYK COLOR AND PANTONE COLOR MATCHING SYSTEM

All supplied artwork should be supplied in a CMYK (Cyan, Magenta, Yellow, Black) color space. Our digital printers output in CMYK. Please convert any graphics or imagery from RGB (Red, Green and Blue) into CMYK.

We can perform the color conversion for you however, this may result in an unexpected color shift when converted. ALL supplied pantone colors will be reproduced using the CMYK color space and matched as close as possible.

FONTS AND 'OUTLINING'

When submitting artwork for print please remember to include ALL fonts OR convert ALL type to Outlines. If using Postscript fonts - Please remember to send in BOTH screen and printer font elements. Thank you.

SHADOW®
G R A P H I X

ARTWORKING GUIDELINES

SHADOW GRAPHIX:
RASTER IMAGE REPRODUCTION:

If files that are being submitted contain raster images - that is, digital photos or artwork created within pixel based imaging software such as Adobe Photoshop, then certain criteria need to be met for the high quality print reproduction. Please, where ever applicable, save a high resolution, layered copy of any linked images to Illustrator or InDesign files. We may need to edit the files and a layered file enables us to quickly carry out any necessary editing with minimal fuss.
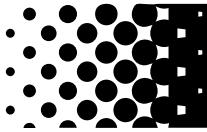
IMAGE SIZE/ RESOLUTION AND REPRODUCTION

When submitting photos/raster based graphics please supply a good quality high resolution file where possible. Please do **NOT** send us photos originated from cell phones. They tend to be of too low a quality to print from.

Submitting the highest resolution file/ image you can obtain results in a superior quality print. Richer in detail and sharper in clarity due to a generous pixel depth.

Also, another influencing factor - image resolution is also dependent on your 'viewing' distance. In general, A viewing distance of less than less than 4 feet away should be set up at 100dpi at full size. Between 4 - 12 foot away and the resolution can drop to 72dpi at full size. Anything with a viewing distance of over 12 feet away can be set up at 36dpi at full size.

If supplied images are too small or too low a resolution then 'pixellation' will occur in print. An example of a file reproduced at the correct size and resolution results in a sharp, high quality print. As per image 'A' below.

A print file with too low of a resolution will 'pixellate' and edges will appear rough and with 'saw-toothed' effect when printed. As illustrated below in image 'B'

IMAGE 'A'

File resolution fine.

IMAGE 'B'

File resolution too low.
Pixellation occurs.

SHADOW GRAPHIX®