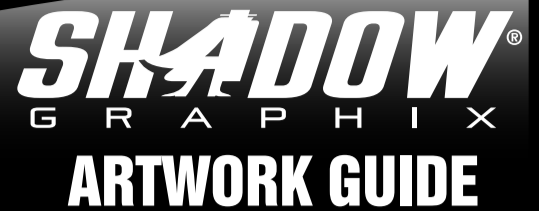


ARTWORK GUIDELINES



ARTWORK PREFERENCE Vectorized format - High Resolution

Artwork Formats and Applications 'AI' (Adobe Illustrator), Adobe Photoshop, Adobe In Design, Adobe Illustrator EPS, or PDF format. These file types enable to scale, resize and edit, etc. without loss to image quality or resolution. All lines, logos and graphics remain crisp and sharp on the print media.

NOTE: NO photos originated from cell phones as they tend to be low quality.

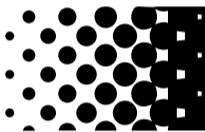
Artwork supplied that's not in line with our specifications may be subject to additional charges.
Artwork charges are \$75 per hour.

Shadow Graphix can't be held liable for print errors which occur as a result of artwork being supplied incorrectly.



FONTS

Fonts: Include the ALL fonts in the artwork. If necessary, convert ALL Font types to Outlines. Postscript fonts - Send in BOTH screen and printer font elements.



COLOR MATCHING | IMAGE RESOLUTION

Artwork should be supplied in a CMYK (Cyan, Magenta, Yellow, Black) color space. Convert RGB (Red, Green and Blue) into CMYK graphics. Pantone supplied colors will be reproduced using the CMYK color space and colored matched.

IMAGE 'A'

An art file with too low of a resolution will 'pixelate'. Image resolution is also dependent on your 'viewing' distance.



IMAGE RESOLUTION

Viewing Distance

- Less than 4 feet away; set up at 100dpi at full size.
- Between 4 - 12 foot away; resolution can be 72dpi at full size.
- Over 12 feet away; set up at 36dpi at full size.

Image "A" is an example of a file reproduced at the correct size and resolution results in a sharp, high quality print.

Image "B" is an example of the file resolution too low. Pixilation occurs.



IMAGE 'B'

