



## Checklist for preparing digital files:

Please use the following checklist when preparing your digital files. The following guidelines are designed to ensure the efficiency of the production process. Our goal is to avoid possible quality concerns, delays, art changes and rush fees.

- To avoid font problems, all files MUST have text converted to outlines and or paths. This way you will not have to send fonts.
- To avoid confusion, ONLY send files needed to produce the job. i.e. print ready. Do not add any crop, trim, registration marks or color bars- we will add the necessary marks in house.
- Specify Pantone (PMS) colors to ensure accurate color matching. When PMS colors are not available, proofs are strongly recommended to review colors.
- All files MUST be set up to allow for finishing. i.e. pole pockets, grommets, frames, etc.
  - We ask that you build your files with .25" of bleed on all sides.
  - If your file is to be routed to a shape, provide a vector dieline to ensure that it will be cut properly.
- When page tiling is required, please check text and images to see how they will break. When poles pockets and sewing are involved, keep in mind the visual opening. i.e. if there is a 3" pole pocket, you will not want type to get sewn through. Adjust art accordingly.
- If possible, build files at full size. Include all files in ONE document if allowable. (i.e. 20 originals at 4"x14" should be on the same page to allow for faster set up - given it is vector art and output on the same material)  
Larger files (i.e. 40"x80") can obviously be set up in separate documents.
- If links are not embedded, please provide necessary links to open the file. ALWAYS flatten all layers in Photoshop - this will greatly reduce file size.
- Always clip out art outside of the bleed area. Even though it maybe white and not viewable , it still needs to be clipped out to ensure proper file size.
- If everything has been followed on this checklist, you can send our preferred file, an .eps - we have the least amount of issues with this type of file. Pdf's work as well, but often have more issues. Please do not send multi-page pdf's or include any trim, registration marks, color bars, etc. If you have a photo, tiff's and jpeg's work the best since it is a flattened file. i.e. no issues with transparencies, etc.

- 
- Files can be sent the following ways:

Via You Send It, CD, DVD, email.

- To upload to You Send It, go to our website, [www.expresscolor.com](http://www.expresscolor.com), and click the link on our home page to send a file. If uploading multipule files, please zip all files in one folder.