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## Simplified File Preparation

**Maximum single sheet size 52" wide & 150 feet long.** For Larger Prints, images can be tiled onto multiple sheets.

- 1) **Scale:** Make sure you are working to scale. If you want the sign 2 ft X 3 ft then work at half scale if possible such as 1ft X 1.5 ft. Don't create something really *tall*, and expect it will print out to something really *long*. You need to work in the proper reduced scale for your final required size to fit properly.
- 2) **Bleed:** make sure all of your critical design elements such as text & logos are at least ½" in from the edge of your file, because we will need to trim the print, so please give us some breathing room. For items such as business cards, and small decals the required bleed inside and out is 1/8". For a visual of this please see page 2 of this document.
- 3) **Fonts:** Turn *all* fonts to "vectors", "curves" or "outlines". Cheaper software programs such as MS Publisher will usually automatically do this upon creating a pdf.
- 4) **File Types:** Generally, save all files as .eps or Adobe Acrobat pdf, version 5 or 6. For an image jpeg or tiff works very well. Adobe Acrobat Professional can make a great pdf and by simply "printing" to it, and several other software makers have free or time limited versions of software that will also create a pdf.
- 5) **Name The File:** "yourcompanyname.eps" & **send it with a small jpeg** so we can use it for reference. Try to keep total file size to less than 50 megs. Over 9 megs use our ftp site. If you are uploading to your own ftp site, or a free file upload service please remember to indicate where on your site it is, or provide a link. Uploading to our site, remember to send us an email once it has completed uploading, we do not check the site for new files, unless instructed to.
- 6) **Strokes:** Please convert all strokes to outlines, if your software allows this function.
- 7) **Drop shadows:** Select the drop shadow, and convert it to a bitmap. Drop shadows do not convert well to our RIP software.
- 8) **Exporting Check:** After you have exported, import back in your file to make sure it has exported properly. A hard drive with errors, corrupt export dlls, corrupt program files, can all cause Export errors & oddities of a perfect original file. So always import back in & check.
- 9) **Common Mistakes:** Files we receive often has these errors; stray vector bits on top of image or fonts, not all objects included, text & objects not exactly centered, spelling, capitalization, grammar, justification & objects in images that should not be there.
- 10) **Stealing From The Internet:** Images you save from websites that you do not have permission to do so, is not legal, and are nearly always too pixelated to use, at a large size. It is also not legal. There are some websites which offer free images and art, and are royalty free. This is legal.
- 11) **Microsoft Publisher and Creating a pdf:** Using Publisher, if you have installed Adobe Acrobat Professional, you can simply "print" to Acrobat and choose your settings and save the resulting pdf. In most cases this will produce good images, and convert your text to curves, not bitmaps which is exactly what you want. We cannot RIP a Publisher file. It must be converted to a pdf or Post Script file first.
- 12) **Adobe Photoshop:** Great for producing gradients and images. If you want crisp text, then you export your images and use something vector based to place the text, because Photoshop is going to rasterize the fonts, and fonts need to be crisp. Since Corel Draw does both of these things at the same time, it is one of the reasons many design studios use this program.
- 13) **Small To Large // Zoom In:** What looks acceptable on your 72 dpi monitor and may print out okay on an office colour printer, is often not acceptable for large printing if the viewing public can get close to the final product. Make sure you have acceptable original resolutions. Zoom in very close and move around your design inspecting it, because once the public can get close to it, and it is printed large, they will be seeing what you see, zoomed in very close.
- 14) **Minimum dpi:** Working at 150 dpi in Photoshop at ½ or ¼ scale is just fine. It will still print at the resolution we RIP at, most often this is 720 dpi. 300 dpi is in nearly all cases overkill, and results in bloated files.
- 15) **Files with Errors:** There is an extra charge for fixing files with errors, and if you are busy and want us to do this, we are happy to accommodate you.
- 16) **ZOOM IN TO PDF:** Worried about the quality of your file? Simply zoom in (with Adobe Acrobat Viewer, on different parts of the PDF you are sending us, and zoom in to the actual size. For example if you are able to view 9" high on your monitor, zoom into the pdf at approximately 9" of height of that part of the final image size, and step back from your monitor. Look okay for your purposes? The quality we print at is controlled by the quality you send us.
- 17) **Flatten Transparencies:** If you love using effects & transparencies and want your file to print the way it looks on screen: If using Illustrator, duplicate the file and remove all text and vectors so what is left are the

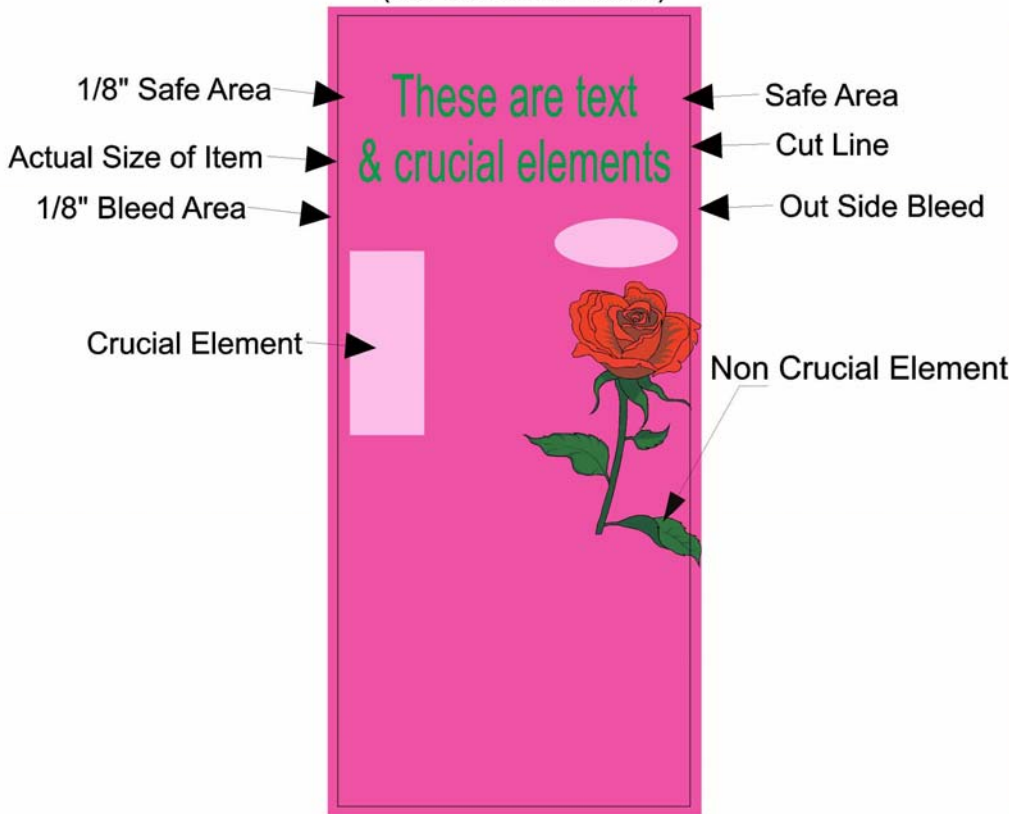
background effects (leave drop shadows, transparencies, photos, gradients and all other effects). Next export the file as a tiff. Place this tiff back in your original file and remove all duplicate objects and effects. Save and send this version of the file, if done properly what you see is what you get, no more guessing about how your transparency will print.

**Color Accuracy:** We will reproduce color from submitted images, transparencies, slides, photos, or digital layouts as closely as possible, but cannot exactly match color and density because of limitations in the printing process, as well as neighboring image ink requirements. We accept no responsibility for color variations between submitted images and the actual artwork or product they represent.

**BLEED:**

**Pre-print Item**

Text & crucial elements stay inside of the safe area. For printing that is not full bleed (all print objects do NOT go to outside edge) then every item stays inside the safe area.  
(Full Colour Full Bleed)



**Finished Item**

