

Client Art Requirement Checklist for Print Ready Artwork

If you have any question please contact your Skyline Project Manager (206) 624-1874.

If Guidelines are not met additional charges may apply

- Acceptable Software:** Photoshop CS3 and Illustrator CS3. If you have artwork from other programs, save or export as EPS or postscript file. Submit all artwork with a low-res PDF or JPG layout of the artwork for layout reference. If you are unsure which program to use contact Angie Bechen (angie@spwn.com).
- Fonts:** **OUTLINE ALL FONTS BEFORE SUBMISSION.**
- File Setup Size:** Setup all files at full print size. Vector artwork can be half or quarter size if necessary. DO NOT ADD bleed or crops. Some hardware/graphics have 'safe' areas, but these are not bleeds or crops.
- Color Modes:** **ALL ARTWORK (RASTER & VECTOR) SHOULD BE CREATED IN RGB FORMAT.**
To create accurate Pantone colors in Photoshop set your color profile to - Color Settings/Working Spaces/RGB: Adobe RGB (1998).
- Resolution of Images:** Create raster artwork at 100 dpi full size. An image measuring 50" x 100" will be 5000 pixels by 10,000 pixels. Always preview raster artwork at 100% actual print size to check quality. Realize that by interpolating or 'resizing up' your images larger than created may degrade image quality
- Placing Raster Images:** Your 100 dpi raster file should be saved as a Photoshop EPS document. Set Preview setting to Macintosh 8-bit and Encoding to JPEG (Maximum Quality.) When saving a Photoshop EPS file, do not check the "Included Vector Data" option. This forces us to have re-rasterize the file back into Photoshop. **DO NOT EMBED FILES.** Always link the files, which allows for proofing and editing. Make sure to include all linked image files separately. Quality of embedded images can not be guaranteed. To ensure your file prints properly, do all rotating in Photoshop before placement.
- Pantone PMS Colors:** You should specify all crucial color matches from Pantone Color Bridge Coated Library. There are some colors we cannot match perfectly, but we will get as close as each process allows. Each output process will vary slightly. Do not specify metallic or fluorescent colors, as it is impossible for us to match those colors. This applies to a 'tint' or percentage of a PMS color as well, it will be printed 'as is.' You can submit printed color match with your job, but a Print Approval is suggested. Critical color issues should be coordinated with your Skyline design consultant or our Project Manager Angie Bechen (angie@spnw.com). To create accurate Pantone colors in Photoshop remember to set your color profile as per above in Color Modes.
- Artwork Restrictions:**
 - Limit the amount your Illustrator files use unflattened Filters, Effects, Tranparencies, Shadows, etc. Overuse of these effects can cause problems with the output.
 - Critical cuts between panels should be avoided, due to material shrinkage during lamination.
 - **Keep crucial elements, such as text, logos and important photographic areas at least 2" away from every edge of the panel. Do not design with borders around the edge.**
 - All custom profile cuts must include a vector based template for computerized cutting.
 - Vector art that has been "auto-generated" using vector path creation tools is not acceptable.
 - Add some noise to gradients created in Photoshop to avoid occasional banding.
- Acceptable Media:** CD, DVD & FTP - Include project name, your Skyline consultant, and your address on all media. Include only files pertaining to your project. DO NOT INCLUDE UNNECESSARY FILES ON THE DISK.