

CUSTOMER ARTWORK/GRAPHIC GUIDELINES

COLOR

- TradeSource standard color space is CMYK; however, you may upload in RGB or some other standard if you choose at full production size.
- TradeSource builds rich black with a spot color named **Pure Black**. Please make your spot color named Pure Black if you desire your black color to be rich.
- Pantone Matching System (PMS) color matching is available for an additional charge per file. Standard colors are shown in Pantone PLUS Solid Coated Formula Guide.

FILE TYPE / RESOLUTION

- TradeSource preferred file type is PDF; however, we do accept other file types such as .ai, .tiff, and .tif.
- For best print, all artwork, designs, and images must be provided at minimum of 100ppi at actual size.

Downsized files: You may submit files scaled down. Keep in mind that the resolution guidelines above must be followed when enlarging your file. For example if you create your file at 200ppi and your wrap is designed at 10% scale, the enlarged file will only be 20ppi at final print size. Please notify us if your files are scaled down.

Raster effects and transparency offered in the most current versions of graphic design programs do not always reproduce correctly. For best results, please flatten any raster effects.

FONTS

- Create all fonts to outline.
- Text/art must be placed at least .25" from all edges. Sizes may vary and may not be suitable for all frames.

GENERAL

- Do not submit files that are encrypted / locked/ password protected.
- **Customer is fully responsible for the creation, layout, and proofing of all content.**
- Please check your artwork before submission.
 - Graphics - all embedded images flattened
 - Spelling / Punctuation / Grammar
 - Artboard made to fit art
 - Do not make graphics with Overprint Fill selected - will print incorrectly
 - Rich Black named as **Pure Black**
 - Fonts created to outline

Customer submitted artwork must be same size as artboard. Failure to have both at same size may result in graphics being produced at different size than intended.

Additional fees may apply if Lowen TradeSource is required to make changes to provided files.