

Color / PMS Color Matching

- All images to be provided in CMYK color format at full production size when possible.
- Files should be created with proper color profiles on a properly calibrated computer screen for best color results. TradeSource profile is CMYK (Coated Gracol 2006).
- TradeSource builds rich black with a spot color named **Black-100%**. Please make a spot color using that name if you desire your blacks to be rich.
- **Vector Artwork:** Pantone Matching System (PMS) colors are shown in Pantone PLUS Solid Coated Formula Guide. The file must include desired spot color named in this format **PANTONE ColorName C**. Color matching and customer proof approval are available at an additional charge.

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 images embedded
- Spelling / Punctuation / Grammar
- Bleed at .09375" (3/32")
- Rich Black named as **Black-100%**
- Artboard made to fit art (including bleed) Remember that panels are undercut at .09375" at each edge.
- Fonts converted to outline
- Do not use Overprint Fill - will print incorrectly
- Cad Pattern on its own layer and named **CutContourCad**
- Customer submitted artwork (including bleed) 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.

File Type / Resolution / Cut to Shape

- TradeSource accepts PDF images only.
- For best print, all artwork, designs, and images must be provided at minimum of 100ppi at actual size.
- Convert all fonts to outline.
- Text/art must be placed at least 1.00" from all edges. Sizes may vary and may not be suitable for all frames.
- Text/art elements that are 1 pt. stroke or less may be hard to see when printed.
- Various filters, drop shadow and transparency effects offered in the most current versions of graphic design programs do not always reproduce correctly. Please *expand appearance* of these effects to give best results.
- Make cut patterns with these parameters:
 - = Vector pattern on its own layer
 - = .1 stroke
 - = Stroke aligned center
 - = Spot color named **Route** in the color palette
 - = Include cut pattern for all holes
 - = Panel sizes are all undercut by .09375" (3/32") at each edge. For instance, a 18" x 24" panel will need cut pattern at 17.8125" x 23.8125". Make your **Route** pattern to meet this standard.
- When providing artwork for a directional sign, both sides of the sign artwork should be provided.