

# DigiGraphics Inc. Equipment List

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## Preferred Programs:

- Adobe Illustrator CS4 (or lower versions)
- Adobe Photoshop CS4 (or lower versions)
- Adobe InDesign CS4 (or lower versions)
- Adobe Acrobat (PDF)

## Acceptable Programs:

- QuarkXPress 7 or lower\*

*\*Use of QuarkXPress will result in additional art charges due to necessary extra production procedures. We output out of Illustrator and Photoshop ONLY. Avoid any additional setup charges and covert these files out before sending. We DO NOT accept files from Freehand, Corel Draw, Pagemaker, All Microsoft products (Word, Publisher, etc.)*

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## Size

- Set up all files with document size at full print size. Set up files at 1/4 or 1/2 size when necessary. Must be proportional to final size.
- Create artwork to edge of document. Do not add registration and crop marks.
- Files should include a 1/8" bleed on each side for single sided jobs or 1/4" bleed on each side for double sided jobs.\*

*\*If bleed is not provided this will result in additional art charges. (\$95 per hour)*

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## Misc.

- If the logo is only available in raster format, it must be high enough resolution to use or it will need to be recreated at an hourly charge. (\$95 per hour)
- Convert all type to outlines. When this is not possible include all printer and screen fonts.
- Include a laser print of your final document. (Color or Black and White) or a pdf.
- Send only needed files. Extra files on disk result in extra prepress time trying to determine which are needed to produce your job. If extra files are on the disk, please highlight the ones which are needed.
- Please keep file names below 25 characters to avoid problem with truncated names.

## Raster Images (Photoshop)

- "Rezzing up" an image to a higher dpi, will only soften the image and not add detail. Always preview raster artwork at actual print size to check for any hidden flaws.
  - For placement into Illustrator, save images as: Photoshop EPS, Preview: Macintosh 8 bit, Encoding: Binary or JPEG (maximum quality). Do not embed or parse the files, always link the files and include them separately. Embedded images cannot be guaranteed. Do all cropping and rotating in Photoshop before placement.
  - If you have critical colors in your Photoshop file or tiff, please send us the layered file. Otherwise, flatten all layered files before sending. To compress the files, save as a tiff with LZW compression or as a jpeg with quality slider maxed out at 12.
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## Photographic Prints

File resolution must be between 150 and 300 dpi at size

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## Grand/Wide Format Printing

### Viewing Distance and Resolution

The following Chart Illustrates normal viewing distance standards. The principle is simply that graphics are viewed in the context of their environment and in doing so are viewed at a distance. Should any question exist, after applying these standards, consult your sales representative.

### Viewing Distance Chart

1-5 feet	150 dpi
6-10 feet	150 dpi
10+ feet	50 dpi

*The above chart is approximate. More resolution might be needed depending on the image and other variables. Contact DigiGraphics for more information.*

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## Vector Images (Illustrator)

- Whenever possible, please provide your logo as vector art. Typical programs used are Illustrator and Freehand.
  - Provide corporate PMS colors or a printed example of acceptable color. If no PMS Colors are provided, it will be a "PRINTED AS IS".
  - Illustrator 9, 10, CS, CS2, CS3, CS4 = Drop shadows and glows in Illustrator are not compatible with our postscript printing process. If a job is submitted with one of these features still intact, we will need to convert your Illustrator file into Photoshop. This will result in additional art charges. (\$95 per hour)
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## Colors

- PLEASE send all artwork in "ColormatchRGB". Our printers are using ICC Profiles to better control color with all our output devices.
- We have a set universal palette of Pantone colors designed for our software that we output out of Adobe Photoshop & Illustrator.
- Please send layered Photoshop files if Pantone colors are called out. Illustrator files will be changed from file.
- Pantone or PMS colors will be matched to a Pantone Coated book not the computer screen.
- We cannot guarantee a match to process colors, percentages of color, or your own color mixes. Please do not specify metallic or fluorescent color, as this is impossible to match these on photographic paper or CMYK & RGB inks.
- We are printing in either CMYK or RGB inks and not all Pantone colors achievable.



**DigiGraphics Inc.**  
Your graphic solution provider.

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