



Electronic File Guidelines

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We have developed the following guidelines to assist you in supplying Custom Graphics, Inc. with electronic files for your digitally printed production.

Acceptable Software

We can accept files compatible with the following software

- Adobe Illustrator CS4
- Adobe Photoshop CS2
- CorelDRAW 11.0

Printed files requiring sharp text and vector art should be saved as EPS or AI.
Photographs can be saved as TIFF

If the above are not possible, please contact us. We have been able to make other things work.

File Transport

Custom Graphics can accept files via the following media:

- Upload on our website (200 MB files size maximum)
- CD or DVD
- Removable Flash Drive

Files can be mailed to 2501 3rd Ave N, Fargo, ND 58102

General File Preparation Guidelines

- A. Scanning – Achieving proper output resolution begins by determining the proper input resolution. Here is a formula to follow:

$$\frac{\text{Final Graphic Width (inches)}}{\text{Original Artwork Dimension Width (inches)}} \times \text{Final Graphic Resolution (PPI)} = \text{Scanning Resolution (DPI)}$$

- B. Color Consistency – We prefer to setup the file in CMYK using SWOP 20 color setup

Many Pantone Colors can be converted to CMYK equivalent; however some Pantone colors cannot be produced using process color. To identify potential color matching issues, we would ask for your help. If an image is line art only and specific PMS colors are to be matched, you must specify those PMS numbers. If an image is pictorial, and color is critical, we must have a hard copy that accurately represents the graphics and colors that you wish us to produce. If you are unable to supply this, please contact your sales representative for other options.

- C. Multiple Pieces of Art – If our final production is a composite of several different pieces of original artwork, it is important that all elements are included in the electronic file, especially fonts. Fonts need to be converted to outlines.