



Artwork Submission Standards for Print Production

This guide outlines the preferred file formats and setup standards to help our prepress team process your artwork quickly and accurately.

We work in industry-standard Adobe software (Illustrator, InDesign, and Photoshop). Properly prepared PDF files are also acceptable when saved correctly (see below).

File formats are ranked from most preferred to least preferred. While we can work with almost any file type, using the formats below helps ensure the best quality and fastest turnaround. If you're unsure whether your file is set up correctly, feel free to send it as is—we're happy to review it and provide recommendations for future submissions.

Preferred File Formats (Best to Least Preferred)

1. Adobe Illustrator (.AI)

- Layered files with packaged fonts and linked images
OR with outlined fonts & embedded images
 - Note: If fonts are outlined, we cannot edit text or correct typos during proofing

2. Adobe InDesign (.INDD)

- Files must be packaged (fonts and links included)
- Package with high-resolution exported PDF created during the packaging process
 - (Export as "Adobe PDF (Print)" & use the Adobe PDF Preset "[PDF/X-4:2008]" - Ensure bleeds are at least 1/8" or more)

3. PDF Files

- Must be saved properly for print production
- Fonts must be outlined or provided
- Images must be embedded or supplied separately

4. Adobe Photoshop (.PSD)

- Not preferred, but usable
- Typically acceptable when used as linked images within Illustrator or InDesign files

Please Avoid

- JPG / JPEG / PNG or other low-resolution image files
 - These formats are usually too small for print and suffer from compression, resulting in blurry or pixelated output
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Double Check For Common Issues

Document Setup

- Include a *minimum* of 1/8" bleed on all sides (additional bleed is always beneficial and may be required based on material and final size)
- Provide a dieline when possible, or use crop marks to indicate final size/set your artboard to final trim size and include bleed in document settings
- Supply engineering drawings or .DXF files for complex cuts or shapes

Artwork & Images

- Vector artwork is preferred whenever possible (prints smoother than raster images)
- All images should be 300 DPI at full size
 - Lower resolution images may be accepted, but we will notify you if quality will be affected

Colors

- Any branded colors or Pantone spot colors must be noted during quoting or shortly after order placement
- We do not automatically color match files with Pantone callouts
- For non-Pantone color matching (paint, hardware, or physical samples), samples must be provided

White Ink

- Clearly indicate whether white ink is:
 - Flood white (entire piece), or
 - Spot white (specific areas only)
- Spot white areas must be clearly defined in the file