



# DIGITAL SUBMITTAL GUIDE

## SUPPORTED SOFTWARE

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Quark Xpress

## SUPPORTED MEDIA/FILE TRANSFERS

- CD-ROM (Preferred)
- DVD-RW
- DVD-RAM
- Broadband Internet/FTP
- Email (Reasonably Sized Files)

**PLEASE READ THE FOLLOWING FOR GUIDELINES IN PROVIDING CRAFTSMEN WITH THE PROPER AND MOST USABLE FILES FOR DIGITAL OUTPUT.**

### IMAGE RESOLUTION:

It is important that raster files be provided with sufficient resolution at final output. Raster images should be provided at 75 dpi at final output. NOTE: In some cases lower resolution may be used, but these instances are very rare.

### FONTS:

All fonts MUST be provided with all working files. Fonts should be stored in separate and individual folders. We ask that all text not be converted to outlines. This may seem easier and cause less hassle, but when edits are to be made it becomes difficult. If fonts are sent correctly there should be no problem editing text. Please proof read your text for spelling and grammar.

### PLACED IMAGES:

All support/placed graphics should be provided with your submittal. Do not embed your images. This is not recommended and will cause difficulties in file manipulation. Use compression when available. Large format printing is very forgiving with compression.

### SCALE:

Layouts must be provided at a proportional scale to your final output. Provide layouts as close to 100% scale as possible. Generally 25% is a rule of thumb. Please keep in mind the resolution of placed images while designing your files.

### COLOR:

Specific color call-outs should be provided with artwork. Physical samples are needed. Use PMS color for specific spot colors. Photographic images should be provided in CMYK color mode. Craftsmen cannot match Fluorescent and Metallic PMS colors. Craftsmen will achieve closest color matching as possible utilizing industry standard densitometers and color proofing software. NOTE: Some colors CANNOT be achieved based off of the color gamut of our process. If you use a color that will be troublesome for us, we will inform you of this as soon as possible.

### BLEED:

- Banners - 1.5" Standard Hems, 4+" for Pole Pockets
- Vehicles - 4-6" all Sides
- Other - Allow for .5" to 1"

### THINGS TO REMEMBER:

Send hard copy with all digital files. Specify colors for correct color matching. Include all placed/imported images. Send only related files and information pertaining to this specific job. Include all fonts and convert to outlines only when necessary.

Correct file preparation is critical to the success of production. If this is your first time preparing files for large format printing, please feel free to contact any one of our Graphic Designers and we will be happy to answer any questions you might have.



## FTP TRANSFERS

**TARGET URL:** ftp.craftsmenind.com

**USERNAME:** public

**PASSWORD:** cr4f7

**ALL CASE SENSITIVE**

We recommend that you use a FTP Client software. Using an internet browser will work, but FTP Clients are much more reliable and secure.

### 2 RECOMMENDED CLIENTS:

Fetch – MAC FTP Client, <http://www.fetchsoftworks.com/>

WSFTP – PC FTP Client, <http://www.ipswitch.com/>