

FILE SPECS/SET UP

File Set Up

- Full size art is preferred. If you need to work in scale, please indicate in file name the scale used and make sure dpi/ppi is correct at full size
- Raster images should be 100 dpi/ppi at full size
- Follow template instructions for bleed, or if no template, include 0.25" bleed
- CMYK color mode
- Convert all fonts to outlines and embed all images. If you are going to need edits, send a packaged file (include all links and fonts)

Illustrator (preferred)

- Save as Illustrator PDF
- Use Pantone Solid Coated color swatch if specific colors are required
- The use of transparency/blending modes may yield unpredictable print results
- Overprint is not recognized by our software - double-check the Attributes panel before submitting artwork

Photoshop

- Save as a Layered TIFF, with LZW compression
- Pantone colors cannot be matched in files saved out of Photoshop

InDesign

- Package your file, with native fonts, images and files and include a Press Quality PDF
- To ensure Pantone swatch information exports properly, do not check the 2 boxes in the Ink Manager palette

HOW TO SEND ART

Place files within a single zipped or compressed file, upload to

nimlok-kentucky.wetransfer.com

Please include the company/customer name and Nimlok salesperson's name (if known) in the message section. Uploading art does not serve as a placed order. Please contact your salesperson directly.

IMPORTANT: Leave browser window open until upload is 100% complete, or the file will not upload fully.

PROOFS

You will be provided proofs, and it is your responsibility to check for typos; omissions/other errors; and the quantity listed is correct.

FAQ

Q: Can I send you a logo I saved from my website?

A: No. Web-sized files will not reproduce large-scale. Vector logos are preferred in all situations.

Q: What do you mean by Vector?

A: Vector graphics are computer-made images that are made up of points, lines, and curves that are based upon mathematical equations, not pixels. Vector files are scalable without losing quality. Examples are Illustrator EPS or some PDF files. Files ending in JPG and TIF are NOT vector files.

Q: Why does my proof look low-res? How do I know it will look good at the size I want it?

A: Due to the size of final prints, high resolution proofs would not be emailable. We look at art at 100% scale and if we find any areas of concern, we'll take screenshots and send to you with the proof sheet. We recommend you always check your files at 100%, 100 dpi/ppi, before sending.

Q: How much bleed do I need to add?

A: We produce custom graphics and each one has different requirements. Please refer to any templates you are provided and follow their bleed guidelines. If no template or specifics are provided, please add 0.25" of bleed.

Q: Will my 300 dpi/ppi image work for a display?

A: Industry standard for large-format printing is 100 dpi/ppi at final print size. So, your 300 ppi file dimensions will still be high resolution at 3x its current dimension (ie, a 4" x 6" file will print, without any loss of quality, up to 12" x 18"). Please be aware that pushing your file past that proportion may result in a loss of quality, regardless of what your original file size may be.

Other Questions?

Call us Monday through Friday from 9 am to 5 pm; send questions to your sales person; or email art@nimlok-kentucky.com.