

File Specs / Set Up

Illustrator (*preferred*)

- Full Size, with any raster images at full size, 100 ppi
- No bleed, unless instructed
- Convert all fonts to outlines
- Embed all images
- CMYK Document Color Mode
- Save as Illustrator PDF
- Please use Pantone Solid Coated Chart 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

- Full size @ 100 ppi, CMYK color mode
- No bleed, unless instructed
- Rasterize fonts and Smart Objects
- Save as a Layered TIFF, with LZW compression
- Pantone colors cannot be matched in files saved out of Photoshop

InDesign

- Full size, with any photo links at full size, 100 ppi
- “Package” your file, with native fonts, images and files
- Include a Press Quality PDF
- Due to output size limitations - some files will need to be set up as a scale of the final size, with image settings a proportionate dpi (1/3 = 300dpi)
- To ensure Pantone swatch information exports properly, do not check the 2 boxes in the Ink Manager palette

FTP Information

- Place files within a single zipped or compressed file, upload to www.nimlokdesigners.com
USER: dky003client PASS: upload
- Uploading to the FTP site does not serve as a placed order. Please contact your salesperson directly.
- Leave browser window open until upload is 100% complete

Proofs

- You will be provided proofs, and it is your responsibility to check for typos, omissions and any other errors.

More Questions?

If you don't see an answer to your question in the FAQ section, call us Monday - Friday 9am-5pm, or send questions to art@nimlok-kentucky.com.

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 files are made up of lines that are scalable, and will not lose quality. Logos and text are produced the best when they are vector files, such as an Illustrator EPS or PDF. Files ending in .JPG & .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. So, we look at everything at 100% size & give you snapshots of those, so you can see the quality of a particular area. If we see any concerns with the quality of your art, we will always proof those areas to you, specifically. You can always check your files at 100%, 100 ppi, before sending to us, as well.

Q: How much bleed do I need to add?

A: We produce custom graphics & each one has different requirements. Usually, our templates will tell you what kind of bleed is required. Sometimes, no bleed is required. Please refer to any templates you are provided and follow those guidelines. If no template or specifics are provided, do not add bleed.

Q: I have a 300 ppi file, isn't that “High Resolution?”

A: Industry standard for large-format printing is 100 ppi at final print size. So, your 300 ppi file dimensions will still be high resolution 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.