

HIGHTOWER
GRAPHICS

ART GUIDELINES

USEFUL TIPS FOR PREPARING YOUR FILES FOR PRINT



Guidelines for submitting art to Hightower Graphics, Inc.

5340 Commerce Circle, Suite D
Indianapolis, IN 46237

Phone 317.865.9160 • Fax 317.865.9161

As a graphics company we have experience with all types of graphic and printing needs. If you have any questions please contact us for help.

We have set up these guidelines for submitting digital art to help ensure that we provide you with a product that is both satisfactory in appearance and price. Often turn around time can be cut down just by following these guidelines. If you need any assistance please contact us.

Methods of Digital File Submission:

Email: art@hightowergraphics.com

Upload art to our FTP site: Click on the Upload File button in the top right corner of our website and follow the on screen instructions.

CD, DVD or flash drive: Mail, deliver or call for pick up

Acceptable Formats: (MAC or PC)

Preferred Applications: Acrobat, Illustrator, InDesign, Photoshop

Other Acceptable Applications: QuarkXpress, Corel Draw, Publisher, Word, Excel

Preferred File Formats: PDF, EPS, AI, PSD, TIFF, INDD

Other Acceptable File Formats: JPG, GIF, QXD, DOC, PUB

Packaging Files for Print:

If not providing a PDF please package all original files (i.e. fonts, art, linked files). Most page layout programs have a packaging feature which saves all linked graphics and fonts and prepares them to be sent out.

Margins & Bleeds:

(A Bleed is when any element on the page extends past the trim edge, leaving no margin)

Bleeds must be a minimum of 1/8" (.125") beyond the intended trim edge. Likewise any element not intended to bleed must be held back at least 5/16" (.3125") from the trim edge (1/8" for business cards).

Fonts:

When sending files please include all the fonts that have been used. Whenever possible please convert all type to curves, paths or outlines. If fonts aren't sent with the files or converted, they may be substituted with the closest matching font available to us.

Colors:

Most graphic programs and scanners default to RGB when creating a file. Color changes occur when changing from RGB to CMYK. Many of the colors displayed on an RGB monitor will not appear the same when printed. A monitor simply provides an on screen estimation of your printed work. Therefore, by setting up your file and providing us with the Pantone (PMS) color that you desire we can assure greater accuracy in color matching. To see a Pantone swatch book contact your sales representative. Submitting a color proof or previously printed sample can also assist in helping us meet your expectations.

Graphics:

When using graphics such as photos, logos or illustrations in your design, the type of file the graphic is can have a big effect on how it will look when printed. These file types can be broken down into two categories, raster images and vector images.

Raster vs. Vector:

A raster file uses pixels, which are dots with color information that are arranged in a grid. Programs like Photoshop are raster based. The size of a raster image is measured in dots per inch (dpi). The higher the dpi the larger the size of the image. For printing, raster images should be at least 300 dpi at the actual size it will be used. A file with low dpi cannot be enlarged without losing quality. Photos saved from the internet are NOT acceptable for printing!

A vector file is based on points and paths rather than pixels. Vector graphics are created and manipulated in programs such as Adobe Illustrator and Corel Draw. The computer uses mathematical equations to connect the points allowing the file to be enlarged infinitely without loss of quality.

Files that should be vector include: logos, text, illustrations etc.

Files that should be raster include: photographs.

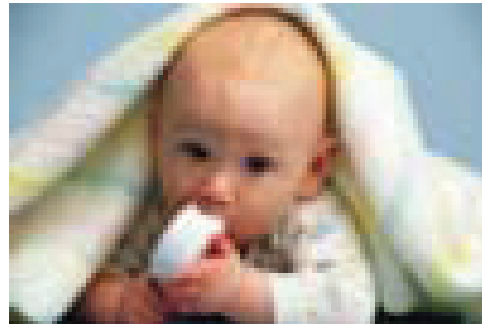
Here are a few examples:

High-res (Scanned in at 300 dpi)



2.5" x 1.5"
300 dpi

Low-res (Taken from internet 72 dpi)



2.5" x 1.5"
72 dpi

- Raising the dpi of a low-res graphic will not improve the quality.
- Most internet graphics are 72 dpi and are not acceptable for printing.

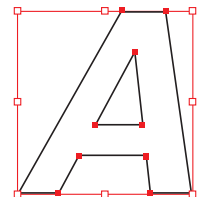
Bitmap 100%



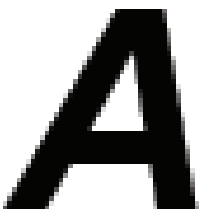
Vector 100%



Vector image made of points with smooth connecting lines.



Bitmap 200%



Vector 200%



Raster image made of pixels.

