

Art Requirements

Vector files are preferred.

Whenever possible, vector files should be sent. Bitmap images have resolution requirements for scalability where a vector image can be made as large as necessary.

How to send Bitmaps/Photos?

When sending bitmaps, 72dpi should be considered a *minimum* at the final output size. A higher resolution never hurts. In other words, if an image is sent at 25% the output size, the minimum resolution should be at least 300 dpi.

Size your image proportionate to the final production size.

For vector images, the scale doesn't matter, only the proportions. However, when sending a bitmap file, 25% of the final production size at 300dpi is the recommended minimum size and scale.

Specify all PMS colors.

The Pantone Matching System provides a reference color to target as all PMS colors are not 100% reproducible utilizing CMYK production. All color specifications will be matched to the closest 4-color process. Orders without call-outs will be produced using the CMYK values contained in the digital file. Calls for colors or reproofs for color adjustments on orders with no call-outs may result in additional charges.

Include a printed copy of the desired layout if possible.

Artwork is preferred to be accompanied by a color hard copy with PMS colors specified. If PMS call-outs are not available, please send an approved output to match to (brochure, previously printed piece, etc.). We do not print florescent or metallic colors.

Images copied from the web generally will not work.

Graphics requirements for web images are far more forgiving than with digital reproduction. Web pages generally contain low-resolution (72dpi) bitmap images that cannot be scaled efficiently. Original image files are required.

When sending PC files, include your fonts.

Be sure when sending fonts from your PC that you include both the screen and printer versions. ALWAYS CONVERT TEXT TO CURVES, this eliminates all font issues such as defaulting or dropouts. Never send bitmap text as this eliminates edit capabilities.

Acceptable Applications

Brede is mostly PC based. We can accept MAC files but we cannot install MAC fonts. So if you are sending MAC files, please convert the fonts to curves. The following applications and file formats should be used when sending digital art.

FTP Access

If your files are too big to email and time limits you from sending a CD/DVD, contact the Brede Sales Department to obtain FTP info.

Applications

Adobe Illustrator CC
Adobe InDesign CC
Adobe Photoshop CC

Formats

Illustrator (.ai)
Encapsulated Postscript (.eps)
InDesign (.indd)
Photoshop (.psd)
Acrobat (.pdf)
JPEG (.jpg)

Media

CD-ROM
DVD-ROM
Scans

Compression Utilities

Winzip
Stuffit