

Art Requirements

Convert all PMS colors to CMYK.

The Pantone Matching System provides a reference color to target as all PMS colors are not 100% reproducible utilizing CMYK production. Files consisting of both CMYK and Pantone colors often yield undesirable results when printed. To ensure that what gets printed matches what is intended, please convert all PMS spot colors to their CMYK equivalent.

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.

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.

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.

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 when it is crucial to achieve a specific color. We will do our best to print specific colors, but cannot guarantee an exact match. We do not print florescent or metallic colors.

When sending PC files, include your fonts.

Be sure when sending fonts from your PC that you include both the screen and printer versions. If sending the fonts is not possible, CONVERT TEXT TO OUTLINES, this eliminates all font issues such as defaulting or dropouts. Never send bitmap text as this eliminates edit capabilities.

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.

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 outlines. We stay current with Adobe's software lineup to ensure that we can open all files that come to us. The following applications and file formats should be used when sending graphics.

Applications

Adobe Illustrator CC
Adobe InDesign CC
Adobe Photoshop CC

Formats

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