



# File Requirements

## Preferred File Formats: TIFF, EPS, PDF

**TIFF FILES:** Must be flattened in CMYK format at 300dpi (high resolution). Images that are grayscale or black & white need to be saved in gray scale format. If image goes to the edge there must be an 1/8 inch bleed on all sides with crop marks designating where to cut.

**EPS FILES:** All fonts must be outlined. File must be in CMYK format with all images embedded. All filters and transparencies must be expanded or flattened. If image goes to the edge there must be an 1/8 inch bleed on all sides with crop marks designating where to cut.

**PDF FILES:** All fonts must be outlined. File must be in CMYK format with all images embedded. If image goes to the edge there must be an 1/8 inch bleed on all sides. Enable Illustrator editing capabilities if generated from Illustrator.

## Acceptable File Formats: JPEG, PSD, AI

**JPEG FILES:** Must be in CMYK format at 300dpi (high resolution) in Maximum image quality. JPEG cannot be saved as 'Optimized' or 'Progressive.' If image goes to the edge there must be an 1/8 inch bleed on all sides with crop marks designating where to cut.

**PSD FILES:** Must be in CMYK format at 300dpi (high resolution). All text layers and vector smart objects must be rasterized. If image goes to the edge there must be an 1/8 inch bleed on all sides with guides designating where to cut.

**AI FILES:** Must be in CMYK format. All images must be at 300dpi (high resolution) and embedded. All fonts must be outlined. All filters and transparencies must be expanded or flattened. If image goes to the edge there must be an 1/8 inch bleed on all sides with crop marks designating where to cut.

AI PSD JPEG  
PDF EPS TIFF





# File Requirements

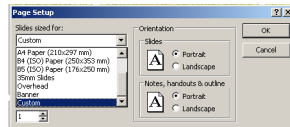
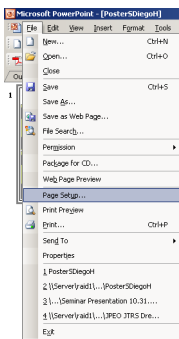
## Workable File Formats: PPT, PUB, DOC, any Macromedia or Corel

PPT

**Power Point FILES:** Traditionally known as a printer's nightmare, PPT files are one of the hardest files for commercial printers to print. With font issues, including corruption and jumping, to misplaced graphical elements it's no wonder most commercial printers refuse PPT file formats. But don't fret, at DFGrax we have devised a process that will insure the full integrity of your slides be outputted correctly without spending the expensive amount of time usually required to convert PPT files. Simply follow these easy instructions to guarantee an error proof conversion.

- Once your slide has been created make sure the dimensions of the slide are proportional to the size you wish the slide to be printed, if not the exact size.

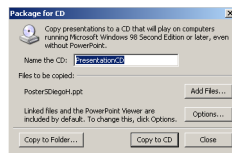
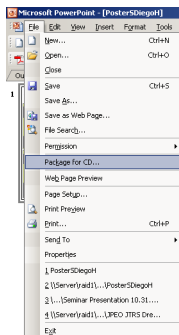
### File-Page Setup



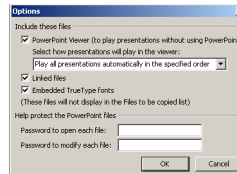
In the dialog box select **Custom** in Slide sized for: & set the sizes for highth/width as well as orientation.

- Now that the slide is proportional to the printed size the file must be saved to deliver to us.

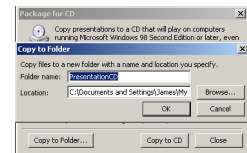
### File-Package for CD...



In the dialog box select **Options**.



Check **Embedded TrueType Fonts** then select **OK**.



Next select **Copy to Folder...** and designate a folder to save to. Then click **OK**

- Your almost done, now because PPT is a light based medium (meant for monitors or projectors) the images used are typically low resolution or downsampled. For high quality printing you'll need high resolution images. If you have them save or drop them into your "PresentationCD" folder. Without these images DFGrax can not guarantee the images will be sharp and crisp.



# File Requirements

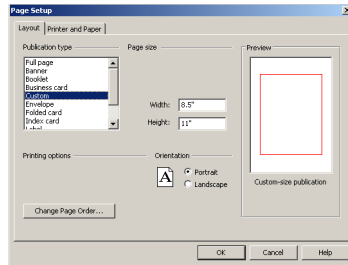
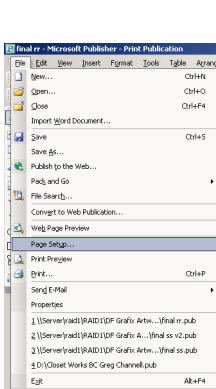
## Workable File Formats: PPT, PUB, DOC, any Macromedia or Corel

PUB

**Publisher FILES:** Almost as bad as it's brethren Powerpoint, Publisher files can be a pain as well. However at least Publisher is a desktop publishing program so you have a little more control. Where the problems arise is in the key words "desktop publishing." Home printers and even Doc 12's or Kinko copiers print PUB files fine. They don't care what color format the file is in or what size it is; all you have to do is select 'fit to page' and print. Unfortunately commercial printers do not have these luxuries. So here are some instructions to help you get the most out of your PUB files.

- Whether you're creating a new PUB file or have chosen an existing one to print professionally the file must be the EXACT size of the finished piece. So if you're taking a flyer that you've printed and passed around the office, and now want to make it a poster; you must scale it to the demensions of the poster.

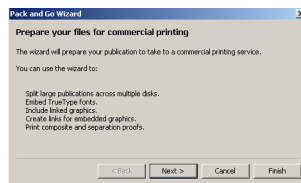
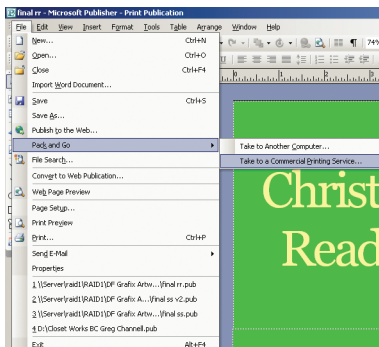
### File-Page Setup



In the dialog box select **CUSTOM** in Publication Type: & Set the Paper Size accordingly

- Now that the PUB file is the size you'd like it to be printed, begin designing the layout or scale existing layout to fit as desired. Save your PUB file then package for a commercial printer.

### After saving, File-Pack and Go



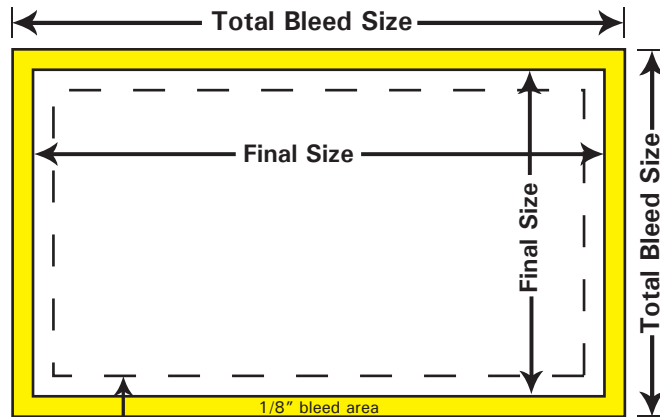
Follow the directions in the wizard and burn the folder to disk for our reception.

# Size Requirements

## Business Cards

**Business Cards:** Standard business card size is 3.5"x2". Type and logos must be an 1/8" away from the edge to ensure nothing pertinent gets cut off. If images or graphical elements go to the edge, they must extend an 1/8" on all sides, making the total size 3.75"x2.25".

**Business Card Sizes:**  
3.5x2 and 3.75x2.25(Bleed)



**EXAMPLE 3.75x2.25**

Keep text or artwork that does not bleed with in dashed area. Leave a 1/8" of space inside the final cut area

**BC Size:** 3.5x2  
**Design Area:** 3.25x1.75  
**Total Size With Bleed:** 3.75x2.25



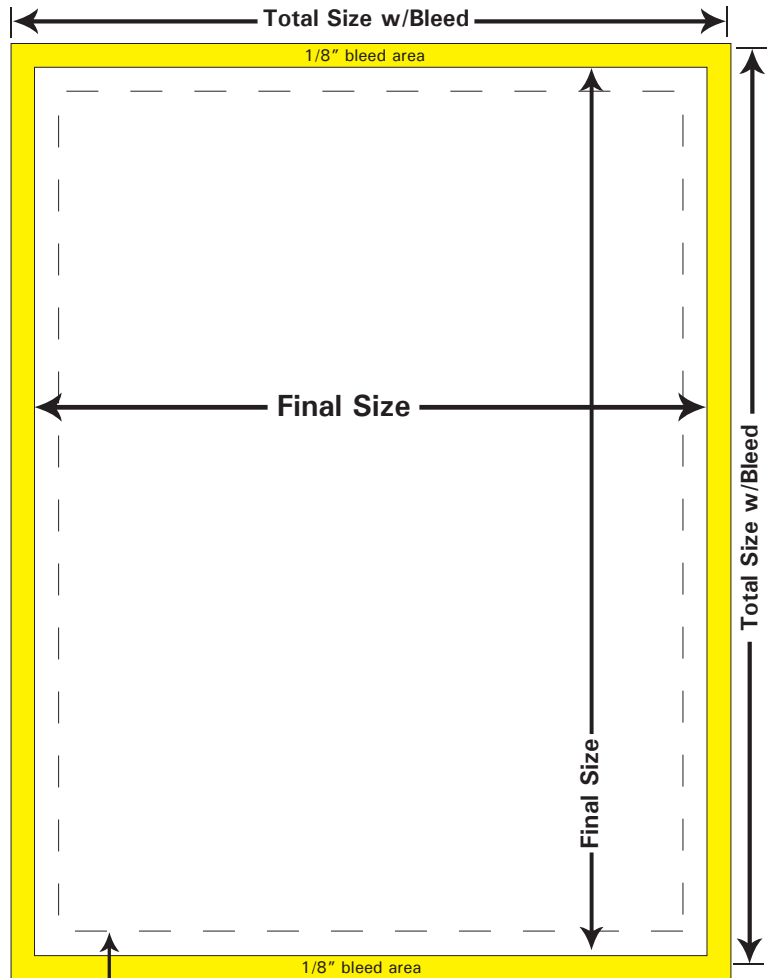
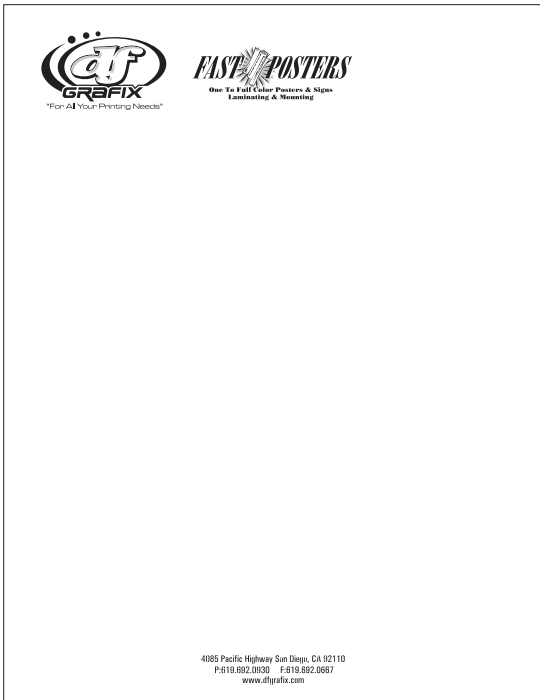


# Size Requirements

## Letterhead

Letterhead: 8.5x11  
8.75x11.25

### Example Letterhead



EXAMPLE 8.75x11.25

Keep text or artwork that does not bleed with in dashed area. Leave an 1/8" of space inside the final cut area





# Size Requirements

## Artwork Layout

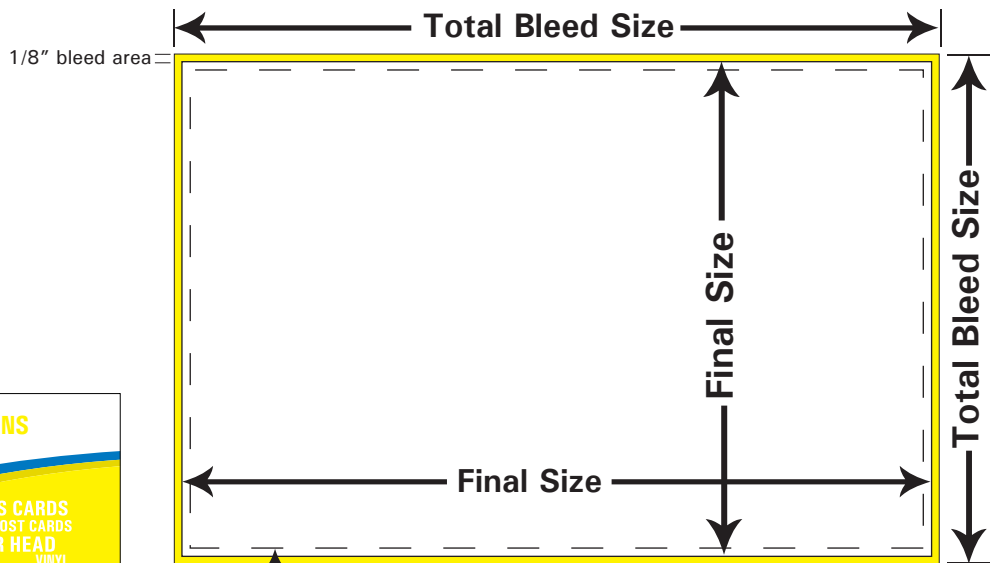
**Postcards:** Type and logos must be an 1/8" away from the edge to ensure nothing pertinent gets cut off. If images or graphical elements go to the edge, they must extend an 1/8" on all sides.

### Standard Sizes:

- 4.25x5.5
- 4x6
- 4.25x6
- 5.5x8.5
- 6x9
- 4.25x11



**Example Card**



**EXAMPLE 4X6**

Keep text or artwork that does not bleed within dashed area. Leave an 1/8" of space inside the final cut area.

