



# ART GUIDELINES FOR DIGITAL PRINTING

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## Art Guidelines for Digital Printing

Dot It strives to produce the highest quality digital print in the industry. Digital output has unique requirements for optimal results. These guidelines are provided to help you get the highest quality results without incurring unnecessary costs or delays.

### Media

Files may be sent electronically via e-mail (if under 25MB) or via our FTP site if larger ([www.dotit.com](http://www.dotit.com))  
Please include a low-res jpg or pdf of final artwork for preview purposes.

### File Preparation

Accepted file formats are as follows:

Adobe Photoshop (.psd or .tif)

Adobe Illustrator (.ai or .eps) (include supporting links and fonts. Outlined fonts are preferred)

Adobe InDesign (include supporting links and fonts. Outlined fonts are preferred)

Adobe Acrobat (.pdf)

**\*Note:** Artwork that exceeds the pasteboard dimension in Illustrator can be scaled down.

Please indicate scale when submitting art.

**\*\*Note:** Dot It is not responsible for proofreading customer supplied copy

### Additional File Requirements

1. Convert fonts to outlines whenever possible – if not please include both screen and printer fonts.
2. Imported art elements should be linked and not embedded. Remember to update all links/paths and supply with the output file.
3. Supply a printed hard copy or low resolution PDF as a guide/FPO.
4. Please indicate scale at which art file is created.
5. If your design includes a die-line or iCut pattern, please include a printout of PDF or ai file with the die line clearly indicated relative to the image
6. Delete all non-essential layers to reduce file size or unused elements within a layer
7. Include a minimum of .125 inch bleed on all sides of art
8. When printing on clear material please provide white backing on a separate layer when applicable

### File Submission

Please create an art folder as follows

1. Main file in the Main Folder
2. Fonts in Fonts Folder
3. All links of all types in Links Folder
4. Low resolution PDF is in PDF\_LoRes Folder
5. Print instructions and applicable job information as a text file

### Image Resolution and Color Requirements

1. Ideal resolution should be 300 ppi/dpi at the final output size. For best results, all images in your file should be at the same resolution. If you are uncertain about your image resolution, please contact us for a consultation.
2. Keep all images in CMYK color space
3. If creating art, CMYK color build is preferred
4. Specify all spot colors as Pantone Solid Coated
5. Provide a layered image file if adjustments, including color, may be required
6. Please provide a physical match print if color matching is required. Not all colors can be reproduced exactly with an inkjet CMYK print. We will make every attempt to provide the closest possible match.
7. Metallic and fluorescent colors are not reproducible using CMYK inks

### Gradients

Please specify both the beginning and ending PMS color of a gradient. Gradients created in a vector format tend to band more than gradients created in Photoshop. Gradients that band the most are those that cover a short tonal range in a long dimension.

### Other Considerations

Even extraordinary files have unforeseen issues. For instances, transparency effects may look good on the screen, but can produce unintended consequences when printed at full size. If this does occur, Dot It's Digital team will contact you to discuss possible remedies.