

# Art File Specifications

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Lowen Prepress Department offers design services for our customers. Contact your sales rep or customer service rep for details.

**Setup Guidelines for Graphic Files:** *Production files should be submitted production ready, appropriately proportioned to finish size, following Lowen specifications below.*

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Please include a low resolution jpg/pdf of the images/layouts being submitted.

Bleed: Include at least 2 inch bleed past the finished size.

Links: Include all placed or linked files, even if the files are embedded. If placing a low resolution link in a file, be sure to include a high resolution file with same name in your folder for production replacement.

Fonts: Be sure to include the font package with your graphic files.

Layered artwork: Submit a layered version of your file to assist in any needed color correction or element changes.

Do not use *overprint fill* option in your artwork. That selection, on any layer, will not process correctly.

Colors: PMS or custom colors must be specified in the file. If color is critical, indicate color space/color settings used to create artwork.

Scale: If your files are not actual size, please indicate the finished size or the scale in which they were created. It is important that artwork can be scaled to desired size.

Cut to shape: If your design includes a die pattern, please include a printout of the design with the die pattern clearly noted. Also include the die pattern on its own layer in the digital file.

**Applications and Formats:** All design software versions are current and Mac or PC compatible.

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## Preferred Applications:

Adobe Illustrator: .ai, .pdf or .eps, layered, CMYK. Include ALL FONTS and linked images in a separate folder.

Adobe Acrobat: editable pdf

Adobe Photoshop:

Layered: .psd, .tiff, CMYK. Include ALL FONTS and linked images in a separate folder.

Unlayered: .tiff, .jpg or .eps, CMYK can only be sent at finish size @ 50-75 ppi. (Unlayered formats are acceptable ONLY if they are PRESS READY and not to be altered in any way).

## Acceptable Applications:

Adobe InDesign: .indd, CMYK, Include ALL FONTS and linked images in a separate folder.

## Unacceptable Applications:

.docx/.docs .pub .xlsx .ptt/.pptx

## Document Set-Up (Vector Files)

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- When using vector-based programs such as Illustrator, files should be built as close to a 1:1 ratio as possible, not going under 1/8 scale. This reduces the amount of magnification to your file in the RIP stage.
- Gradients tend to band when created in a vector based program. If possible create any gradients in a raster based program such as PhotoShop and place them into your vector document.
- If your files include placed images, the image files must accompany the parent file.

## Document Set-Up (Raster-Files)

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- Being a raster-based program, text lacks clarity and sharpness, so we recommend building a composite file by placing your raster images in a vector program containing your type and graphics.
- When using raster-based programs such as PhotoShop, low ppi is the the most common problem.
- Suggested recommendations for file set-up:  
1:1 Scale @ 60-75 ppi   1:2 Scale @ 100 -150 ppi   1:4 Scale @ 200-300 ppi
- It is not necessary to make your files with higher resolution than suggested. Please keep your files to a manageable size.

## Submitting Digital Files

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On website, Select Submit Art button and follow steps below.

If your customer service rep has provided an email with upload links for your art, please use that link.

On Website:

- If submitting art
  - Click Link to Art Upload page
  - May also click Email me the link(s)
  - Email will be sent with link to allow you to upload art at a later date
- Drag and drop main art file into main submission window
  - Only one file may be dropped into this window
  - This will typically be your .eps / .tiff / .psd files
- If there are multiple files to submit
  - Open the Support Files window
  - Place remaining files in the Support Files window
  - ZIP files are accepted
- If submitting art
  - Click Upload Art at bottom of the Art Request
- If submitting support documents
  - Click Upload Supporting Documents at bottom of the Art Request
- Link expires after 7 days
- 2G maximum on files
- If your files are larger than 2G, please use DropBox/OneDrive/similar transfer and email art link to deannem@lowen.com. Indicate Art Request number in the subject line.



## VIDEO LINKS

## Contact Lowen Color Graphics:

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If you have any questions, please contact your Lowen Customer Service Rep.



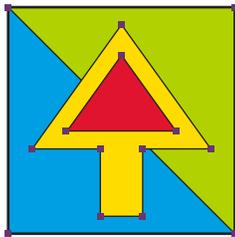
# FILE TYPE COMPARISON

## **Ai** VECTOR

### *Preferred File Format*

- Commonly created in **Adobe Illustrator**
- Scalable to any size without affecting quality
- Comprised of paths, lines and curves
- Supports transparency

EXAMPLE OF VECTOR IMAGE



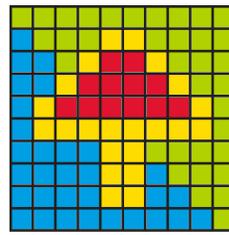
Vector

VS

## **Ps** RASTER

- Commonly created in **Adobe Photoshop**
- Comprised of pixels to create an image/photo
- Cannot be enlarged without losing image quality

EXAMPLE OF RASTER IMAGE



Raster

VS

## Common Vector File Extensions



.ai

- Contains artwork that is editable in Adobe Illustrator



.pdf

- Contains artwork that is editable in Adobe Illustrator



.eps/.svg

## Common Raster File Extensions



.psd

- Contains layers that are editable in Adobe Photoshop



.jpg

- Does NOT support transparency. Will always have a solid background

.tiff

.png

.bmp

- Supports transparency

## GENERAL RULES

### UNACCEPTABLE FILE FORMATS

.docx/.docs (Word), .pub (Publisher),  
.xlsx (Excel), .ptt/.pptx (PowerPoint)

Customer provided art  
must have **ALL** fonts/links  
embedded

## RESOLUTION

Raster Artwork: 60-150 PPI (pixels per inch)  
when design is created at 100% product scale

## PHOTO SPECIFICATIONS

Photos: 60-100 PPI (pixels per inch)  
Acceptable Formats: .psd, .jpg, .tiff, .png, .bmp



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