

Guidelines for Sending Digital Assets

-Best Practices-












LOGOS: All logos should be vector based and created in Adobe Illustrator

An ai file is a vector-based image created in Adobe Illustrator. Designers use this file to create and edit your logo. They are commonly called the “working file”, “source file”, or “master file”. These files can be modified as needed without reducing the quality of the logo—this is exactly what you want!

You won’t be able to view or open this file unless you have the Adobe Illustrator software. Typically your designer will export your final ai file logo to an eps file and many other formats for you to use.

- ☒ Vector
- ☒ CMYK or Spot Colors
- ☒ 300 dpi

FILE FORMAT: Who uses the file format and what do they use it for?

| CLIENT | DESIGNER | WEB DEVELOPER | VENDOR |
|---|---|--|---|
|  |  |  |  |
|  |  |  |  |
|  |  |  | |
| Email Signatures Social Media Word Documents PowerPoint | Logo Design Marketing Materials Stationary Graphics Website | Website App | Stationary Merchandise Decals Graphics |

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IMAGE AND PHOTOGRAPHY GUIDELINES:

Print Resolution

For all printed materials, images/photos should have an actual resolution of 300 DPI, and an effective resolution of at least 300 DPI, at a maximum of 100% scale. These values can be checked in the Link Info menu of the Links panel in Adobe InDesign or Adobe Illustrator.

Web Best Practices

The largest layout breakpoint is 1440px wide (desktop). For viewport-width images, ensure that the image is at least 1440px wide (preferably larger) to maintain crispness and readability. Higher-res images are encouraged for all image sizes, as Retina or other high-pixel density displays are becoming more ubiquitous.

PRINTING: DIGITAL AND OFFSET LITHOGRAPHY.

JPG, PNG, PSD AND TIFF ARE THE MOST COMMON FORMATS:

JPEG

24-bit color, with up to 16 million colors.

Rich colors, great for photographs

Better for images with subtle variations of color (supports 16 million colors) such as large photos.

Higher compression tends to degrade quality: adjust compressions to avoid large file size and bad image quality.

Does not support transparency or animation.

PNG-24

Smaller file size (5%-25% more compressed than GIF).

Best bitmap image format for transparency (such as logos and icons).

No jagged edges and no need for matte color matching.

Not suitable for large images due to large file size.

Cannot be animated.

PSD

Images that are composited in Photoshop with multiple layers.

TIFF

TIFF is a common format for exchanging raster graphics (bitmap) images between application programs.

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LARGE FORMAT PRINTING:

Actual Size File

Generally 100 dpi is a good standard for images with the document size set at full size of the large format printed product. For example, if you want to order a 40"×60" print, the image size should be 4000 pixels (40 x 100) by 6000 pixels (60 x 100) at 100 dpi.

Large Format Best Practices

When it comes to file preparation for large format printing, it is always better if you use vector graphics wherever practical and output as PDF, Ai or EPS. Unlike resolution-dependent raster graphics, the vector ones allow more flexibility in terms of scalability, as they are constructed using mathematical formulas.

If your artwork consists of raster graphics, you need to determine which resolution is right for your project. Raster images resolution is a pixel density in one inch, which is measured with units such as dots per inch (DPI) or pixels per inch (PPI). A general rule of thumb for image size versus print size is: the image size should be at least the size of the print you want multiplied by 300, at 300 dpi. For example, if you want to order a 4×6 print, the image size should be 1200 pixels (4 x 300) by 1800 pixels (6 x 300) at 300 dpi.

LARGE FORMAT EXAMPLES:



Vehicle Wraps



Banners

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HOW TO PREPARE YOUR PROJECT FOR PRINTING:

Resolution

Make sure all of your images are at least 300 dpi (dots-per-inch). For best print results, 300 dpi is recommended. If your images are at a lower resolution, they may print blurry and pixelated. For example, if your jpg is 900 pixels wide by 1200 pixels high, it is sized to print 3" x 4" (Take the number of pixels and divide by 300 to get your output size).

File Size & Project Dimensions

Make sure your file is sized correctly for output. If you are printing 8"x10", you'll want to make sure your file is sized that way.

CMYK

Whenever possible, ensure you are using CMYK color space for optimal color output. Our equipment can make this conversion for you in most cases, but to ensure the best output, send your files in CMYK.

Crop Marks

Not all files will require crop marks. Crop Marks are typically required if you are sending your file already imposed. If you are sending it this way, crop marks should be offset from the finished image by 1/8".

Bleed & Safe Zones

If images or colors bleed, be sure to include 1/8" bleed on all sides. For example, a full bleed business card would be 2.25" x 3.75". Your project needs bleed if the print needs to extend to the edge of the project/page (e.g. no white border). Also be cautious of the "Safe Zone" on any project involving cutting... make sure any text or other item you don't want to have cut is at least 1/8" in from the trim line.

Spell Check

Be sure to run spell check before converting your file. It is always a good idea to have a second (or third) pair of eyes proofread your project.

Fonts

When possible, send your pdf document with outlined fonts, or flattened. If you are sending a file from Adobe Illustrator, Photoshop, InDesign, Word Doc, Publisher, it is important to also send us any font files we might need.

Image Content

Be sure you are not using any copyrighted images (e.g. anything you do not have permission to print/use that is owned by someone else). This can vary from images you "found on Google", well known licensed characters such as Spongebob or Winnie the Pooh, to images from professional photographers. If it has a "watermark" on it, odds are you don't have permission to print the file. To be safe, you can purchase images from stock image web sites like iStock or Shutterstock. If you are using a photo from a professional photographer, be sure you have written permission to print the image. Soulo staff will not print your project if you are using non licensed images.

File Type

For best results, send your file as a print-ready file created in Adobe Illustrator, InDesign, Photoshop etc. Please include all fonts and images associated with this file.