


Preferred Print Files Specs -DIGITAL

To avoid potential delays and/or additional fees, we put together the following guidelines with preferred specs for art files to be use at our  Creative Works Digital Department:

1. DIGITIZED ARTWORK:

Specs for files to be printed "As is":

- FILE FORMAT: **TIFF**

Could be JPEG, PNG, etc. But TIFF is a better file quality for rasterized images.

- RESOLUTION: **300 DPI** (Dots Per Inch)

The higher the resolution the better the quality of the print should be.

- COLOR PROFILE: **Adobe RGB (1998)**

Most graphic design software defaults to color profiles *RGB IEC61966-2.1* in RGB mode and color profile *U.S. Web Coated (SWOP) v2* when working in CMYK. But most of our printer's color profiles were calibrated using Adobe RGB (1998). **These could become more of an issue on files that need color correction.*

- SCALE: **1:1**

This is important for two reasons:

- No errors with us interpreting scaling instructions.
- If the file needs to be scale up to print, the print quality goes down the higher the percentage of the scale.

For engineered panels (pattern pieces) seam allowance should be already added. (1:1 scale for cutting – fabrication).

Specs for files that need color correction:

- CHANNELED: **TIFF**

If a file was created in Photoshop and contains overlapping tonal gradients that need to be color adjusted, a TIFF file with each color on separate Channels is the preferred method.

- INDEXED: **TIFF**

If a file consists of solid areas of color that butt-fit to each other, the preferred method is a TIFF file saved in Index color mode. It's important that the number of colors in the index match the number of colors in the file. For example, a file listed as a 6 colors job shouldn't have 24 colors in the Index. This can happen if the file was scaled or edited using the "Anti-aliased" function.

- ADOBE ILLUSTRATOR: **AI**

This is the preferred method for large gradient files such as Ombre's. It is also the optimal format when you can't send the file in the correct scale OR you need it in multiple dimensions.

2. NOT DIGITIZED ARTWORK:

Specs for sending in physical pieces of fabric/artwork:

- SIZE: **WHOLE REPEAT**

It is important to send a piece showing the full pattern repeat.

- COLORS TO MATCH TO: Pantone numbers or actual items to match if differs from the one sent.

Pantone chips, or Pantone numbers are ideal. If not, some sort of fabric or physical artwork.

3. SHADES APPROVALS

Light Source:

We use D65 and Cool White Florescent combined. If you will be using a different light source or combination when approving shades, please specify on your Strike Off PO.

