



Art Department Guidelines

18375 Olympic Avenue South
Seattle, WA 98188
Tel• 800-869-7162
Fax• 425-251-5065

At Rainier we strive to produce the highest quality large-format printing in the industry. To ensure the best results we have produced this document to help you with file setup and submission. These are unique requirements and careful adherence to these guidelines will help us provide you with a quality product on time and within budget.

MEDIA

We accept art on a CD ROM or DVD discs. Files can be sent via email (under 5mb) or uploaded to our ftp. For ftp instructions please contact your sales rep. Please include either a lo-res jpg or pdf of final artwork for preview purposes.

FILE FORMATS

Accepted file formats are as follows:

Adobe Photoshop (.psd or .tif)

Adobe Illustrator (.ai or .eps)

Adobe InDesign (include supporting links and fonts)

Macromedia Freehand (.fh_)

Adobe Acrobat (.pdf) – uncompressed

Other formats may be accepted but may be subject to additional preparation charges

**Note: Artwork that exceeds the pasteboard dimensions in Illustrator or Freehand may be scaled down. Please indicate the scale when submitting art.*

***Note: Rainier is not responsible for proofreading client supplied copy.*

FILE SUBMISSION REQUIREMENTS

Convert fonts to outlines whenever possible – or be sure to include both screen and printer fonts.

Supply a printed hardcopy or low resolution PDF as a guide/FPO.

Please note that we cannot guarantee color matches to any supplied inkjet or laser print.

Please indicate the scale at which you created the file.

If your design includes a die-line or iCut pattern, please include a printout or PDF with the die-line clearly indicated relative to the image.

File Packaging Guidelines

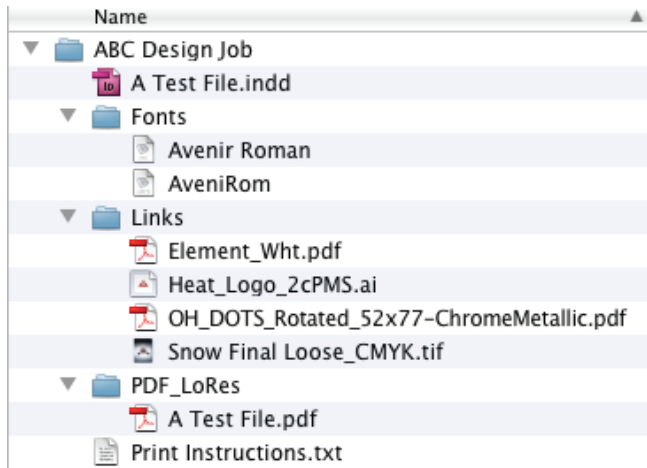
Create a folder structure as shown below

- Main file is in the Main Folder
- Fonts are in Fonts Folder
- All links of all types are in Links Folder
- Low resolution PDF is in PDF_LoRes Folder
- Print Instructions is a text file with applicable job information

FILE SUBMISSION REQUIREMENTS -Continued



Art Department Guidelines



SPOT COLOR MATCHING REQUIREMENTS

Spec all spot colors as Coated PMS colors – use the PMS color from the swatch book in the program you are using.

Do not use CMYK builds unless you have done color testing with us and know they will give you the color you want.

The exception to the above rule is Black

Specify Process Color Black using CMYK values of 30-30-30-100 and always build this color in CMYK – not RGB.

We can provide a custom color match to Benjamin Moore and Sherwin Williams paint chips – but cannot guarantee exact matches to all colors.

Metallic colors are not reproducible using CMYK inks.

IMAGE RESOLUTION AND COLOR REQUIREMENTS

All images in your file should be at the same resolution – ideal resolution specifications are listed below.

Application	Viewing Distance	Print Size	Excellent	Good	Minimum
Large Banners	25'	10' x 12'	75 dpi	50 dpi	25 dpi
Banners	10'	10' x 12'	100 dpi	75 dpi	50 dpi
POP Signage	3'	4' x 6'	200 dpi	150 dpi	100 dpi
Photo Quality Up Close		2' x 3'	300 dpi	150 dpi	100 dpi

* All the above figures assume images sizes of 100% at final size

EXAMPLE RESOLUTION CALCULATIONS – If your image will be 240 inches wide when printed:

Based upon 75dpi at final size, the image will need to have 18,000 pixels on the horizontal axis.

Based upon 50dpi at final size, the image will need to have 12,000 pixels on the horizontal axis.

Based upon 25dpi at final size, the image will need to have 6,000 pixels on the horizontal axis.

Please contact us with any resolution questions

If your images are too low in resolution, you can help.

We are experts in helping make the best of low resolution images. Our artists have developed a variety of proprietary techniques that help even the worst images look their best when printed.

If you are uncertain about your image resolution, please contact us for consultation and a quote.



Art Department Guidelines

COLOR CONSIDERATIONS

Please provide layered image files if you would like us to do any color adjustments as they reduce the time needed to color correct them.

Please delete any non-essential layers to reduce file size.

Please delete all unused elements in each layer or file.

If your images are initially in your RGB working color space, please do not convert them to CMYK – our RIPS will do that for you.

If they are already in CMYK, please leave them in your CMYK working color space.

GRADIENTS

Gradients created in a vector format tend to band more than those created in Photoshop due to how postscript creates gradients.

Gradients that band the most are those that cover a short tonal range in a long dimension.

Many times we can minimize the banding effects using a variety of methods. Each situation will be quoted on an individual basis.

Please specify both the beginning and ending PMS color of any blended gradients

ASSORTED ISSUES

Extraordinary files may have unforeseen issues. We need to examine any files submitted to confirm that they are print ready.

Transparency effects may look good on the screen, but can produce unintended consequences when printed at full size. These can be fixed, but may require additional time and/or charges.

We will contact you to discuss how to best handle any unforeseen transparency issues.

BLEEDS AND PRINT-READY FILE SET UP INSTRUCTIONS

The nature of the final product in grand format imaging makes it difficult to provide generic instructions for bleed/trim/imposition of the images or files.

In order for us to provide you the best final product, we will do the final file setup for each project.

Please follow the preceding guidelines and contact us to discuss any questions you may have.