



PHOTOSHOP INSTRUCTIONS

- Images should be 100 dpi at FINAL PRINT SIZE. Please ask your Representative or Project Manager to supply final art sizes.
- Always preview artwork at actual print size (zoom to 100%) to check for any hidden flaws. “Rezing up” or re-sampling of an image will only soften and pixilate your image, it will not add detail.
- Save flat images as Photoshop .EPS files with .JPEG maximum quality encoding. Also supply layered .PSD files.

ILLUSTRATOR INSTRUCTIONS

- All image files must be linked. Embedded, non-vector artwork is not acceptable.
- Avoid using effects such as drop shadows and glows in Illustrator as they do not scale proportionally and can cause large file sizes.
- ALL FONTS MUST BE OUTLINED (Select All Text > “Type Menu” > “Create Outlines”)

IMPORTANT RULES TO FOLLOW

- All artwork AND images must be in RGB color mode.
- All artwork needs to be set up at full size. The ONLY exception is if Illustrator file is over 227.5”
- A bleed of .5” is required on all 4 sides. Please see product specific templates for safe areas.
- Avoid using perimeter borders.
- Gradients should be created in Photoshop. Illustrator gradients will begin to show banding when scaled.

PANTONE COLOR MATCHING

- Reference ALL Pantones used in your designs. Simply list them in the pre-upload form AND include them in template call out box. If you are using Pantones in Photoshop files, please include layered .PSD files.

ACCEPTABLE SOFTWARE

Photoshop CC (or lower)

Layered .PSD files should be included if Pantone colors are specified.

Illustrator CC (or lower)

Submit .AI file with all images linked

InDesign files are NOT accepted

PDF files are NOT accepted

UPLOADING ART

Please compress or “zip” your final files before uploading to our FTP site.

LABEL YOUR FINAL FILE WITH THE COMPANY NAME

E-mail a low resolution .PDF file to your Sales Representative or Project Manager when you have completed uploading your files.

<http://www.ttchicago.com/contact/ftp-upload/>

If these instructions are not followed, we will ask you to adjust your files and send them back to us.

If you are not able to make the proper adjustments, we will charge \$175/hr to fix your artwork.