

Preferred File Formats & Applications

Illustrator CS2 & Corel X3 Files

All fonts must be converted to paths. Images containing vector art only will automatically print at highest resolution.

Print quality for images containing imported files and vector art/copy will vary. Placed images will print at resolution assigned in Photoshop and any vector art/copy will print at highest resolution.

- PMS numbers must be assigned to all art and copy.
- CMYK will not print consistently on different materials.

Quark / InDesign Format

We request that any Quark or InDesign layouts be exported into an EPS format.

Scanning Formula

The following is a formula for calculating required DPI for scanning purposes. Keep in mind that South Water Signs requests a DPI of 50 at full size. Lower resolution images will result in less than desirable output.

Final Print Height of Image Scan = X (Scan Resolution) Required Resolution (50)

For example if the finished size of the banner is 36 inches and the artwork will be scanned at a height of 4 inches, the formula will work as follows:

Therefore:

$$48 @ 50 = 3 @ X \text{ (X being required dpi at 3")}$$
$$48/4 = X/50$$
$$12 = X/50$$
$$12 * 50 = X$$
$$600 = X$$

So the DPI to scan at would be 600

If the image is created 1" = 1' resolution must be 12 times higher than requirements of 50 dpi full size, hence 600 dpi.

Files can be saved as either an EPS or JPEG file. Sending a copy of the layered Photoshop file of complex images is also an excellent idea. To achieve the highest print quality, set any copy that overlays a Photoshop Image in Illustrator and convert the copy to paths. Save the converted copy as an Illustrator file and include on disk. PMS numbers must be assigned to all copy.

ALL DISKS SHOULD BE ACCOMPANIED BY A COLOR HARD COPY OF THE ART! ALL ELECTRONIC FILES SHOULD BE ACCOMPANIED BY A COMPOSITE .JPG.

Accepted File Formats

Illustrator CS2 or Below
Corel X3 or Below

Accepted Disks

CD-ROM & DVD

FTP Information

South Water is prepared to receive your larger files through our FTP server. Please contact your sales representative for user name and password in order to connect.

Any questions can be directed to your Sales Representative or the Art Department.