DODGECHROME   DIGITAL FILE CHECKLIST

Please use the following checklist when preparing your digital files. These guidelines aid in the efficiency of the production process and help to avoid possible quality concerns, delays, additional file prep charges or rush fees.

☐ Preferred file formats: Adobe Illustrator, Adobe Photoshop, Adobe In-Design, and PDF.

☐ Proportions of the documents must match the desired final size and cropping must be clearly marked. Bleed (1/8") should be included.

☐ Artwork must allow for finishing (pole pockets, grommets, frames, edge wraps, etc.).
   • Any image/text that should not be stitched through must be far enough away from edges to accommodate stitching of sleeves and hems.

☐ When panel matching will be required, consider how this will affect the art. Type characters or critical image elements should not cross over panel breaks.

☐ To avoid confusion send only files needed to produce the job.

☐ To ensure accurate color matching, specify Pantone (PMS) colors. When Pantone equivalent colors are not available, proofs are strongly recommended to review color. Do not create blends using Pantone colors.

☐ Submit files in appropriate file formats.
   • Vector Art: Native file format or as an EPS (Do not submit Quark EPS files).
   • Raster Art: Native file format or as an EPS or Tiff (Do not submit JPEGs, GIFs, PICTs, etc.).
     Include layered PSD or TIFF file(s) if additional editing is needed

☐ Supply all support files. Include both printer and screen fonts for all files or convert all text to outlines. TrueType and MultipleMaster fonts are not recommended and may cause delays.
   • PC Users - convert fonts to outline if no additional editing is needed.

☐ Support files MUST NOT be embedded. All files must be saved in an editable format and linked.

☐ Raster images must be Photoshop compatible.

☐ Vector images must be Illustrator compatible.

☐ Illustrator or In-Design files using transparency layers will be problematic; production delays should be expected. Call for recommendations on how to submit these files.

☐ All images should be saved at the appropriate resolution. Do not resize lower resolution files to a higher resolution. Optimal resolutions are:

   Digital Photo: 150 dpi at final print size.
   Epson inkjet: no less than150 dpi at final print size.
   Wide Format UV or Eco-Solvent: 75-100 dpi at final print size.

☐ Create and view Photoshop files in the appropriate color mode.
   CMYK for 4/c process printing
   RGB for all other output
   Embed ICC color profiles

Please contact your salesperson or CSR with additional questions or concerns.