



**DEL MOTORIZED SOLUTIONS**

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## Instructions for Creating Files for Digital Printing

### *File Requirements*

- Resolution should be **1600-2400 pixels per inch** for clear reproduction
- Please **send .tif files** instead of PhotoShop.eps files if possible.
- Preferred file-type is **QuarkXpress**, but the following are acceptable;
  - Adobe PhotoShop
  - Adobe Illustrator
  - Adobe InDesign
  - Macromedia Freehand
  - CorelDraw documents (only if exported to Adobe Illustrator with all fonts)

### *File Preparation*

- Digital images should be saved as ColorMatch RGB. TIFF files (**Macintosh, no LZW**).
- If color matching is critical, **solid fill colors should be specified as Pantone PMS colors**.
- QuarkXpress document layout including all utilized images, graphics and the font suitcase including (screen fonts) and the postscript (Adobe Type I) fonts. Please try to use Adobe (Type 1) instead of TrueType fonts.
- Also, include any raster and vector elements used in your page layout. Save original raster images as .psd files with layers in case changes are required. Please do not embed or link any raster images in Adobe Illustrator or Macromedia Freehand. These files can not be extracted or color managed.
- If the artwork is produced solely in PhotoShop, please be aware that color-matching individual items become more difficult. If it is necessary to send art in this format, please keep the layers separated.
- Please save Logos, illustrations, and drawings as Illustrator .EPS files, with all text converted to curves (unless you can accurately provide all the fonts).
- Use QuarkXpress or Illustrator instead of PhotoShop for solid-fill text.
- Rotate any pictorial graphic only in the files native application.
- All picture and text boxes should have no runaround unless absolutely required.