

Artwork Guidelines



File Submission

Files can be submitted via email (if under 3mb), CD, DVD, Memory Stick, Portable USB Flash Drive, or uploaded to the Online File Transfer System (*below*).

- When emailing or uploading art, all multiple files in folders must be compressed: stuffed or zipped.
- It is important to provide accurate and complete details as requested.
- To ensure colour accuracy; please provide Pantone #'s or colour files must be accompanied with a colour match proof delivered to our office.

Using the Online File Transfer System

- In your web browser type in the address bar - <http://www.pelicanmedia.ca/fileupload/>
- Please note the "file size limit" and the "file types allowed"
- Select "Browse" to locate your file
- Click the blue "Upload" button to upload
- Email the file name to your contact
- If you experience any issues, please phone us at (306) 384-0356

File Compatibility

We accept files created in the following software programs (we are in a PC environment)

- Adobe InDesign, up to & including version CS4
- Adobe Illustrator, up to & including version CS4
- Adobe Photoshop, up to & including version CS4
- Corel Draw, up to & including version 14

Accepted File Formats:

- Illustrator EPS (fonts must be converted to outlines/curves)
- Photoshop EPS (flattened)
- PDF files (Please convert fonts to outlines/curves before exporting)
- JPG and TIF is also acceptable at best resolution.

Tips for Accurate Output

Following are some simple guidelines for producing the best file possible.

- Images and graphics should not use any form of compression.
- All files should be created and supplied in CMYK
- Bleed is only recommended when mounting to a hard substrate. If including bleed, crop marks are necessary.
- Send Hi Res TIFs if you are sending to size, or leave room in the DPI for sizing if you are sending half or quarter the size.
- Hi Res PDF or EPS files work very well at any size - It is helpful to have the fonts outlined to avoid any issues.
- If the PDF has an embedded photo, please ensure there is enough room in the DPI for enlarging if that is required.

DPI Recommendations

DPI will depend on what your finished product will be and to what distance it will be viewed at. Smaller items viewed close will require higher DPI and larger items viewed farther away can have lower DPI.

Examples:

- 10' and larger send at 50 DPI finished size
- 10' to 5' send at 100-200 DPI finished size
- 5' and smaller send at 200 - 300 DPI

