



# PRINTING GUIDE INDEX

## 1 - SUBMISSION REQUIREMENT CHECKLIST

Please take a moment to review this list and ensure that your file satisfies all of the requirements. Doing so will ensure the best quality for your print. If you're unable to fulfill any one of these requirements, send your file along and we're happy to evaluate it and discuss options.

## 2 - FILE SETUP TIPS

If any of the highlighted topics in the submission requirements checklist are unfamiliar to you, read on to learn more.

# SUBMISSION REQUIREMENT CHECKLIST

- FILE IS SUBMITTED AT THE CORRECT SIZE / SCALE AND IS AT LEAST 100 **PPI** (Submitting files at a smaller proportionate scale is acceptable, but resolution should be increased accordingly. For instance, a file at half scale should be saved at 200 PPI.)
- FILE IS SUBMITTED IN A **CMYK COLOR SPACE** WITH **PANTONES** APPLIED IF APPLICABLE (if you wish to print Pantones, your file must be submitted in Adobe Illustrator.)
- IMAGES ARE **EMBEDDED** AND FONTS ARE **OUTLINED** IF SUBMITTING IN ADOBE ILLUSTRATOR. FILES ARE **PACKAGED** IF SUBMITTING IN ADOBE INDESIGN
- FILE IS SUBMITTED IN LAYERS IN ITS NATIVE PROGRAM FILE TYPE, NOT FLATTENED.
- FILE INCLUDES BLEED (Though not critical, 6" of bleed on each side of your file is very helpful for finishing. )

ARE YOU STUMPED? We're here to help! Reach out with any questions regarding your art submission, or to discuss our graphic design services.

Contact us by phone at 904.717.8180 or by email at [rj@maritimecreative.com](mailto:rj@maritimecreative.com)

## FILE UPLOAD

[CLICK HERE](#) to be directed to our upload page. Please include the name of your Relationship Manager and your Quote or Invoice number in the notes section.

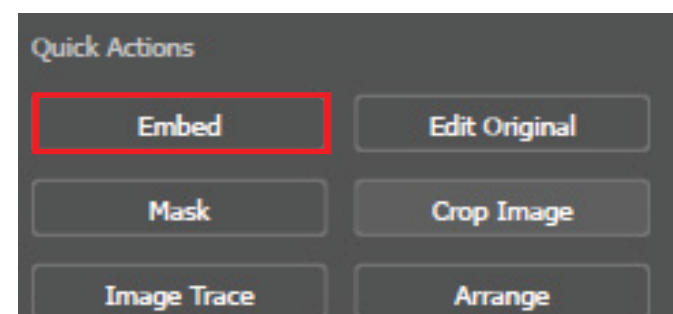
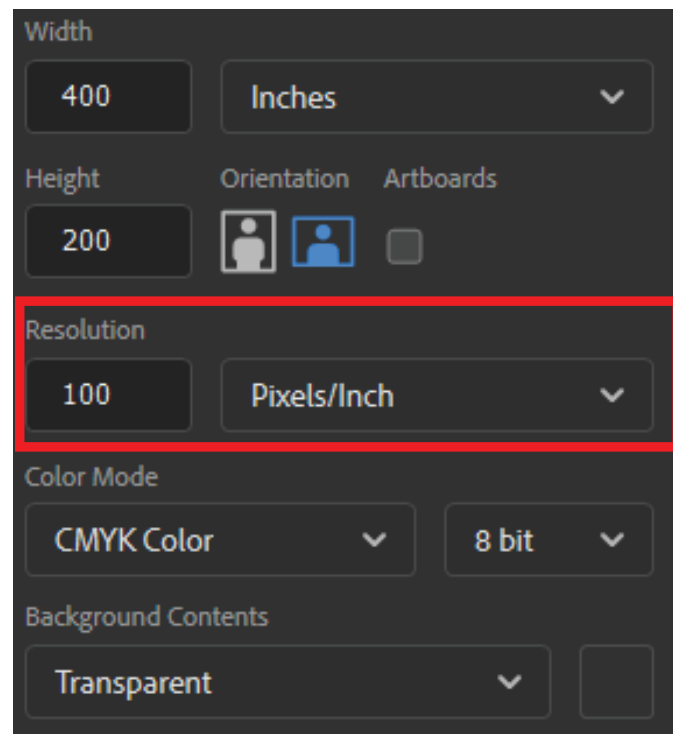
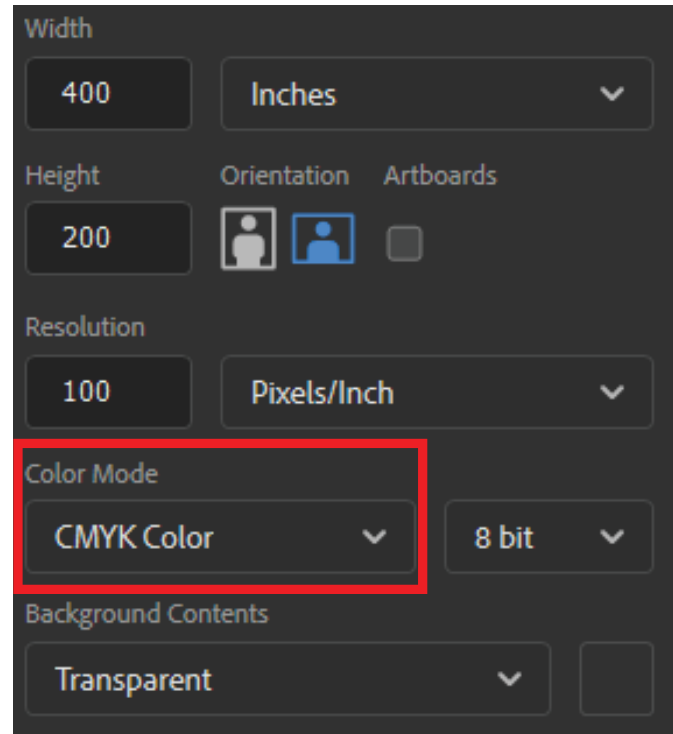
# FILE SETUP TIPS

**CMYK** is a subtractive 4 color process that is used for printing. It's counterpart RGB is an additive screen color mode that is not appropriate for print output. Certain colors such as neon colors that may look great on screen in an RGB color space are not achievable in CMYK and in turn will look dull. Always create your documents in a CMYK color space.

**PPI** stands for Pixels Per Inch and relates to the quality of your print. Our minimum PPI for a quality print is 100. Please note that while your file may be set up at 100 PPI, raster elements like photos have a finite amount they can scale before they become fuzzy. For instance, if you bring in a photo that is high resolution at 10" x 10", stretching it to 100" x 100" will degrade the resolution.

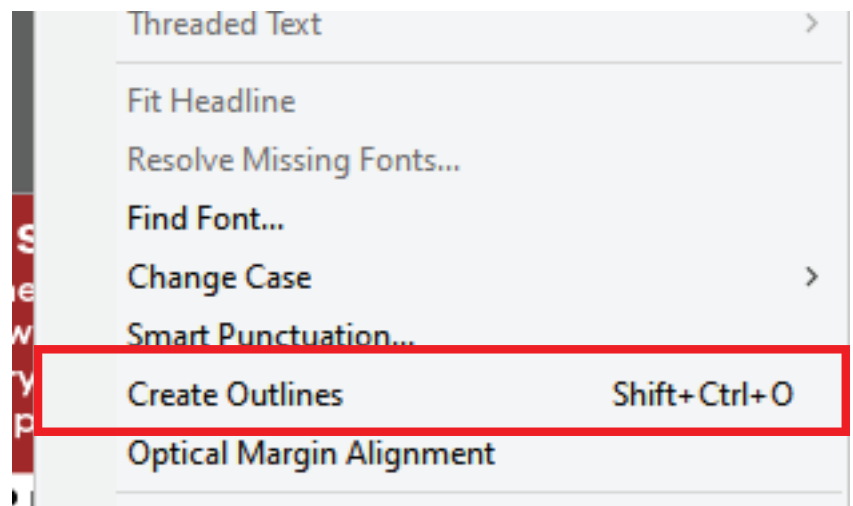
## EMBEDDING YOUR IMAGES

and imported elements is necessary if you are submitting an Adobe Illustrator file. If your file is not embedded, it will result in a missing link and that element will not be included in your file when



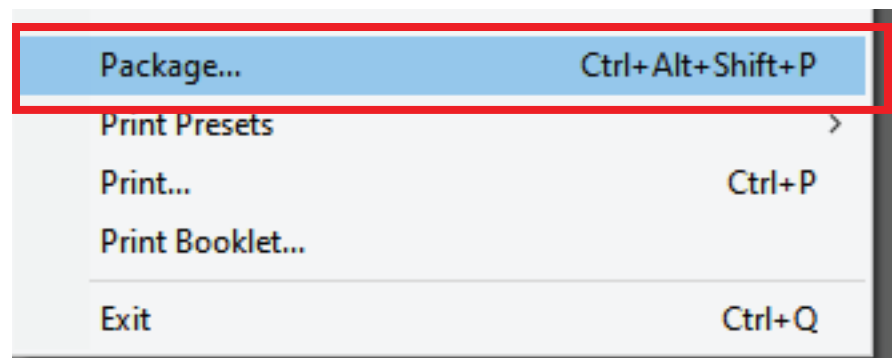
opened by Maritime's graphic design team. To embed an element in Adobe Illustrator, click on it, then click "embed image" which should come up in your Quick Actions panel.

**OUTLINING YOUR FONTS** when outputting from Adobe Illustrator ensures that they will have the desired appearance. If the font is not outlined and is also not a font installed on our computers, it will be replaced with a default



font. To outline your text, click the text box (do not highlight text), click the 'Text' drop down menu from the top bar, and then click "outline fonts." You may also do this by executing the key command shown in the example image.

**PACKAGE YOUR FILE** if you built it in Adobe InDesign. This will combine all of your elements into a neat efficient folder providing us with



the elements and information that we use for printing. To package your file, click the 'File' drop down menu from the top bar, then select package. A dialogue window will appear. Click "package" again. You may also do this by executing the key command shown in the example image.

**PANTONE COLORS** ensure that the color in your file on screen is printed exactly as desired on output. Pantones are very useful when you're trying to match to specific brand colors or other elements in your stage / environment. To print Pantone swatches, build your file in Illustrator and make sure the color fills are in fact your desired Pantone. To do this, select what you would like to apply the color to. In your swatch panel, click the drop down that looks like a row of books. Select Color Books, then Pantone Solid Coated+. Search for your swatch, then click it to apply it to your shape.

