

# Art Setup Guidelines



**Acceptable Software:** We accept the newest versions of Photoshop, Illustrator and InDesign (PDF). Even though we do accept InDesign, you may wish to move your files into a more familiar app by saving out a PDF or EPS file, and then opening into Illustrator or rasterizing into Photoshop.

**File Setup Size:** Setup all files at 100% full print size. Use 50%, 25% or 10% size if necessary. The art template grids for each product will explain if your art should have bleed and how much bleed. Each art template grid will show green lines which will show you the limitations for placing crucial elements, such as text, logos and important photographic areas inside of.

**Resolution of Images:** For all Skyline graphics, we recommend 100 dpi at full size, with an acceptable range of 75 - 100 dpi. Resampling a lower resolution image to a higher dpi will not add detail, but will soften any noticeable pixel edges. Image quality is dependant on the original image's detail and quality. Always preview raster art work at final print size to check for any hidden flaws. To do this, make sure your document is setup at final print dimensions and then choose "Print Size" under the "View" menu.

**CMYK vs. RGB:** Skyline prefers all production artwork to be in RGB color mode, in the Adobe RGB (1998) color space.

**Pantone PMS Colors:** You should spec all crucial color matches from the PMS Pantone guidebook. There are some colors we cannot reproduce exactly, but we will get as close as each printer allows. If choosing Pantone colors in Photoshop or Illustrator, select your colors from the "PANTONE Solid Coated" library, to get the most accurate results. Unique mixes of various CMYK %, or RGB values, cannot be verified in a guidebook and will print "as is."

**Best Black Specifications:** For darkest black output, set solid black objects in your file, including vector and raster art, to these specs:  
RGB Color Mode -- R: 0 G: 0 B: 0      CMYK Color Mode -- C: 100 M: 100 Y: 100 K: 100

**Placing Raster Images:** For placement into Illustrator and InDesign, save images as Photoshop EPS's. Set Preview setting to TIFF 8 bits/pixel and Encoding to JPEG (Maximum Quality). Make sure to uncheck any of the check boxes in the Photoshop EPS save dialog window, as these options can cause problems with the RIP software. Do not embed or parse the files. Always link and then send along all images, which allows for quality checks and color correction. Embedded images can not be guaranteed. When saving out an .ai file, please make sure to turn off "Create PDF Compatible File." Leaving it on will force embedding of the images, which will cause a very large .ai file size, which will be doubling the megabytes you are sending us, since the image data is also your separate linked images.

**Raster Only Art:** If no vector art is used, raster only artwork can be sent in as a JPEG with the quality slider maxed out at 12, or a TIF file with LZW compression.

**Fonts:** Outline ALL fonts before submission.