

ARTWORK SPECIFICATION GUIDELINE

Cowan prints from Adobe Creative Suite 3. Files submitted in other formats may have errors when imported or converted. To ensure accurate output from your submitted art **we require a low-resolution PDF file for proofing of all print jobs. Please e-mail this PDF with your completed submission form for electronic file output.**

HOW TO SEND FILES:

Recommended CD/DVD or Memory Stick or Electronic file transfer (see website or below for details)

> **Files up to 5MB** can be sent by e-mail to your sales rep.

> **Files under 60MB** can be uploaded to Cowan's website <http://www.cowan.ca/webftp.php> (recommended browser Internet Explorer for PC users)

> **Files over 60MB** should be sent only via FTP clients (using Fetch, Cute FTP, Transmit or Voyager)

Cowan FTP: <ftp.cowan.ca>

Username(ID): [cowguest](#)

Password: [cowan](#)

Together
with your
Artwork e-mail to
your Sales Rep a
pdf as Visual
Guide and
Cowan's
Submission Form
for Electronic
File Output

ARTWORK CREATED WITH ADOBE CREATIVE SUITE:

Illustrator, Photoshop, InDesign, Acrobat (CS3 preferred, CS4 will be accepted)

> **TEXT:** Convert text to outlines or ensure to supply screen & printer component of all Type 1 fonts used

> **IMAGES:** Convert images to CMYK (no RGB images please) and include all linked images

> **PROVIDE PANTONE COLOUR SWATCHES** if colour matching is required

> **FINISHED SIZE:** Set document/page size to final or scaled-down size

> **BLEED:** Images that bleed off the edge must include at least 0.5" to 1" of bleed

> **RESOLUTION:** Extra large graphics (Over 25ft x 10ft) approx. 75 dpi at finished size

Large graphics (25ft x 10ft) approx. 100 dpi at finished size

Medium graphics (15ft x 8ft) approx. 150 dpi at finished size

ARTWORK CREATED OUTSIDE OF ADOBE CREATIVE SUITE:

Corel Draw, Freehand, QuarkXpress

> **FORMAT:** EXPORT TO EPS before submitting

> **TEXT:** Convert all text to outlines

> **COLOUR:** Use PMS colours or CMYK. Converting RGB colours will result in a colour shift

> **FINISHED SIZE:** Create artwork to size (including bleed if needed) or submit artwork at a scaled-down size

ADDITIONAL GUIDELINES:

> **COMPUTER CUT GRAPHICS:** All files need to be vector line art with solid colours only. Cowan will match to the closest available cast vinyl colour

> **CUT-TO-SHAPE GRAPHICS:** Files require separate cutlines as stroked paths on separate layer

PLEASE NOTE:

WE WILL NOT ACCEPT LOW RESOLUTION JPG, GIF OR BMP FILES File sizes of a few hundred kilobytes (KB) do not print very well, even at small dimensions. Re-interpolating small raster files to larger resolutions does not improve the print quality.

If colour matching is critical we require a printed colour target for accurate colour reproduction.

Manufacturer of Quality Screen & Digitally Printed Graphics