



CREATIVE GRAPHIC SERVICES - File Specifications

LOS ANGELES
20734 Centre Pointe Parkway
Santa Clarita, CA 91350
OFFICE: 661-298-3200

NEW JERSEY
234 16th Street 8th Floor
Jersey City, NJ 07310
OFFICE: 551-999-6610

CONTACT US
EMAIL: Sales@creativegraphicservices.com
UPLOAD: spaces.hightail.com/uplink/cgs
FAX: 661-289-3205

Production lead time begins when we receive press-ready approved art.

Photoshop: TIFF with LZW Compression

For best printing results, files should be supplied with a resolution no less than 75 dpi **at full size**. Quarter Scale files should be set at 300dpi to meet the requirements when scaled up 400%. Flatten the final file and save as an **LZW Tiff, CMYK**. **LZW** Compression reduces file size for transferring without a loss of quality.

Illustrator Files: "PDF & EPS" - AKA VECTOR FORMAT

Vectorized files are preferred and work best. Please outline all fonts and supply any placed images independently or embedded in each file. The document and all placed images should be CMYK. 4-color blacks are best set at 60/60/60/100
"ai" file formats are accepted for single color CNC cut graphics or Die-cut decals.

InDesign Files: "Exported Press-ready PDF with all assets and fonts supplied"

We do not recommend InDesign for large format graphics, Illustrator and Photoshop work best. Please supply the full InDesign package (fonts and placed images) along with the exported **Press-ready approved PDF**.

Colors:

Supply all files in **CMYK**. We will accept RGB files, however, they will be converted to CMYK. Rich 4-color blacks are best set at 60/60/60/100

PANTONE Colors:

If color matching is required for any specific graphic, we are only able to color match using **PANTONE'S COLOR BRIDGE COATED** book swatches, this book is the only one that provides color equivalents to Pantone Spot colors, sRGB, and HTML values. Any selected swatch color should be set to "Book Color" mode within your selected program. "Flatten Image" will lose the specific data information. Some specific Pantone colors aren't able to be digitally printed: **METALLIC, PASTELS, NEONS AND TEXTILES**

If Pantone colors are not specified in the file, the color management system will translate the CMYK values assigned. We use an excellent color management system to achieve the most accurate results.

***DO NOT** assign Pantone colors into gradients, these colors do not mix well and create incorrect muddy colors. We recommend using equivalent CMYK codes found in your Pantone Color Bridge book.

Samples:

Please allow for additional production time if physical printed samples are required. Average turnaround time for samples is 2-3 business days in addition to the project lead time. Pricing and shipping costs vary.

File Prep and Design Services:

We do accept most all file formats and are ready to assist with any questions. If supplying art that is not press-ready, please allow for additional lead time to accommodate the approval process. For Design services, time must be confirmed and reserved in advance. Rates start at \$150 per hour.



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Image / Color Bleed:

Please account for additional bleed for finishing and cutting:

Direct Printed + Latex Signage: Minimum .125" bleed on each edge

Latex Vinyl Graphics (Wall Wraps): Minimum 2" bleed on each edge

Vinyl Banner Graphics: Minimum .5" bleed on each edge

Silicone Edge Graphics: Minimum .75" bleed on each edge

Dye-Sub Fabric with Sewn Velcro: Minimum 2" bleed on each edge

**Any other complex graphic or shape might require additional bleed.*

Dimensional Cutouts:

For best results, vector artwork files or artwork with included vector paths need to be supplied so they can be routed to shape. All text objects should be outlined or embedded into final files if needing to be routed. The minimum cutting size will depend on complexity of design and thickness of material.

Naming & Uploading Files:

We ask that you name files with a short descriptive title and provide contextual information. Size, quantity, material, or item number to identify. Version numbers for clarification are encouraged. Avoid using any dots and special characters.

Please forward any print files or download links to your CGS representative once available. For your convenience, we offer free uploading through "**spaces.hightail.com/uplink/cgs**"

Please include your contact details, project information and the name of your CGS representative helping with your project.

Please send a confirmation email to your CGS rep to let them know the files have been uploaded.