



## LOWEN DIGITAL ART FILE GUIDELINES

### Please use the Following Guidelines When Submitting Graphics Files:

- Please convert fonts to outline or be sure to include the screen fonts and the printer fonts with your graphic files.
- PMS or custom colors must be specified in the file.
- All art on disk should include a hard copy layout.
- If your design includes a die pattern, please include a printout of the design with the die pattern clearly noted.
- Please include a hard copy list or directory structure of the files being submitted.
- If your files are not actual size, please indicate the scale in which they were produced or the finished size.

Please send all Art Files directly to the Lowen Sales Representative or Customer Service Representative handling your account. If you do not have a representative, E-mail your files to: [design@lowen.com](mailto:design@lowen.com) or send them to Lowen Color Graphics P.O. Box 1528 Hutchinson, KS 67504-1528. Please include a contact name and phone number with the art. E-mailed files should have a maximum size of 5 MB.

### Design & Compression Software - All software versions are current and Mac or PC compatible.

- Adobe Illustrator
- Adobe Photoshop
- Adobe Streamline
- Adobe Acrobat
- Quark Xpress
- Freehand
- CorelDraw
- Zip-It & WinZip
- Stuffit
- Stuffit Deluxe
- BinHex

### Acceptable Types of Storage Media For File Submission

- 3.5" 128MB and 230MB optical
- 100 or 250 MB Zip Disc
- 1&2 GB Jaz Disc
- 5.25" optical up to 2.6 GB capacity
- CD-ROM, CDRW & DVD
- 3.5" floppy diskette

### Document Set-Up (Vector-Files)

- When using vector-based programs such as Illustrator, Freehand or CorelDraw, files should be built as close to a 1:1 ratio as possible, not going under 1/8 scale. This reduces the amount of magnification to your file in the RIP stage.
- Gradients tend to band when created in a vector based program, so if possible create any gradients in a raster based program such as PhotoShop and place them into your document.
- If your files include placed images, the image files must accompany the parent file on your disk.

### Document Set-Up (Raster-Files)

- When using raster-based programs such as PhotoShop, dpi is the most common problem. These are some suggested recommendations for file set-up:
  - 1:1 Scale @ 50 - 75 dpi
  - 1/2 Scale @ 100 - 150 dpi
  - 1/4 Scale @ 200 - 300 dpi
- Being a raster-based program, text lacks clarity and sharpness, so we recommend building a composite file by placing your raster images in a vector program containing your type and graphics.
- Please convert all RGB files to CMYK and if possible, submit a layered version of your file to assist in color correction.

*This information is intended to assist in the preparation of your digital files for submission. If you have any questions that are not answered here, please contact us at 1-800-835-2365.*

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The Lowen Advantage