

# artwork specs

## WORKABLE AREA:

20" X 30"

## PLATFORM:

Mac (preferred) or PC

## SUPPORTED APPLICATIONS:

Illustrator [preferred], InDesign, Photoshop (CS3 or lower)

- For any files with photos as well as type, it is best to submit them in Illustrator format with your photos placed in.
- If you are submitting files that are completely laid out in Photoshop, then anything being illuminated MUST be pathed out, including type.

## GRAPHICS:

- Raster graphics (photos) must have a minimum of 300dpi, saved in TIFF or EPS format. Do not compress graphics using JPEG or LZW.
- Include all placed images in submitted file. Do not embed images in your file.
- If you plan to illuminate any part of a Photoshop file, the area MUST be pathed out.

## LAYERS:

- All artwork being submitted must have organized layers. Please make sure all layers are named properly.
- Each channel being lit should have its own designated layer with proper naming.
- Die line needs to be on a separate layer.

## FONTS:

Include all fonts (printer and screen). If you are on a PC and using PC fonts, you need to supply us with the Mac equivalent font.

## COLOR:

- Color images should be saved in CMYK format.
- RGB or PMS spot colors in documents must be converted to CMYK breakdowns unless a PMS spot color has been specifically purchased.
- All NthDegree colors that you intend to use, must be called out properly in your files and labeled in the swatch palette.
- To see our available colors of illumination, please contact us for our standard Color Palette to review the "on" and "off" state. There is an option to do special matching to a PMS color or a custom color. We cannot guarantee these to be exact, and there are some limitations with certain hues. There are additional costs and production time associated with these efforts.

## BLEEDS:

Must extend 1/8" beyond the finished document size.

## TRAPPING:

Do not trap files. If necessary, this will be done through our prepress department.

## ILLUMINATION GUIDELINES:

- "Less is more" – 10% of overall area is recommended for illumination.
- Artwork to be illuminated must stay at least 1/2" away from trim edge (for safety purposes).
- Type thickness must be a minimum of 3 points.
- Graphic elements must have a minimum thickness of 3 points.
- 2 point minimum gap is required between illuminated objects – *this includes spacing between illuminated letters.*
- Circular elements must have an 1/8" minimum diameter.
- Black or similar dark colors cannot be illuminated.

## MEDIA ACCEPTED:

- CDs/DVDs
- FTP – (**zip all files before uploading!**)  
address: ftp.nthdegreetech.com  
username: aperes\ftpuser1  
password: C1ienT
- email – can accept up to 25MB (**zip all files!**)

## SUBMITTING ARTWORK:

Please include color lasers of final artwork if you are mailing a disk. If you are uploading to our FTP, please notify us by email (KBaldwin@NthDegreeTech.com) that artwork has been uploaded and include a PDF of the final artwork that can be used to review the uploaded files against. If you are emailing us your artwork, please also send along a PDF.

*Ship artwork to –*

Kristie Baldwin  
Creative Manager  
NthDegree  
1320 W Auto Drive, Tempe AZ 85284

KBaldwin@NthDegreeTech.com | 480 374 7668

*Please contact our Prepress Department with any questions in regards to setting up your files –*

Harold Baum  
HBAum@NthDegreeTech.com | 480 374 7636

Andy Dennis  
ADennis@NthDegreeTech.com | 480 374 7669

