

Art Spec Sheet



Soft Icon LLC digital image submission specifications.

REQUIREMENTS OVERVIEW

High resolution vector art in an industry standard file format is the required digital image format for printing.

We prefer Adobe Illustrator files at 300dpi for greatest flexibility and print quality. **ALL fonts must be converted to outlines.**

ACCEPTED FORMATS

- Adobe Illustrator (.ai, .pdf, .eps)
 - Convert ALL fonts to outlines
- Adobe Photoshop (.psd, .tif, .eps)
 - Save as CMYK
- Adobe InDesign (.indd)
 - Include or convert ALL fonts to outlines
 - Include ALL placed images
- Adobe Acrobat (.pdf)
 - Embed ALL fonts and images upon export
 - Set image export to 300dpi

UNACCEPTED FORMATS

- Low resolution images (.jpg, .bmp, .gif, .tif)
- Native .cdr or .qxd files. Instead, please:
 - Convert ALL fonts to outlines
 - Embed/include all placed images
 - Save to industry standard .eps or .pdf
- MS Office documents (Word, Powerpoint, Excel, etc.)
 - Except for submitting text
- Adobe Pagemaker or Freehand

(please inquire about any software version compatibility issues)

RESOLUTION

A resolution of at least 300dpi is required.

FONTS

ALL fonts must be converted to outlines. Not doing so may cause fonts to be dropped or replaced.

SCANS

Scans should be CMYK, 300dpi resolution and saved as .eps.

COLORS

If color is critical, we require you to supply us with exact PMS colors.

PROOFING

We recommend a .pdf or .jpg of the final artwork to ensure that the final output matches the original file.

SUBMISSION METHODS

- Email to art@softiconllc.com (for files smaller than 10MB only)
- CD-R, DVD-R, ZIP 100 (mail to address listed below)
- FTP (Call or email for FTP login information)

ART PREP CHARGE\$

If artwork is not suitable for printing, an hourly rate to prepare artwork will apply. Please call for pricing.

QUESTIONS?

If you are unsure about your art files or do not have the appropriate format available, please call or email art@softiconllc.com