



Technical Information & File Specs

File Formats. We accept the following file formats: (MAC or PC) .AI (Adobe Illustrator) .EPS (Adobe Illustrator or Photoshop) .PDF (Adobe Acrobat) Photoshop files (any format, .eps or .tif are preferred) Photoshop 7 users must send psd files with layers and fonts to preserve vector data. All other applications can be exported as .tif, .eps or any of the above. and .QXP (QuarkXpress, Please include all your fonts & links, although pdf format would be preferred.) .INDD (Indesign, Please include all your fonts and links)

Bleed. Please provide 1/4" bleed for artwork with multi-coloured or complex backgrounds. This ensures that there will be no white around the edges of finished prints, and is standard designing procedure.

Media. We accept the following removable media: (MAC or PC) CD-ROM, DVD-R Email: renato@impactimaging.ca
Please send us an accurate printout, pdf or jpeg of your layout to ensure proper reproduction of your artwork.

Resolution & Scanning. If you are scanning the artwork yourself, keep in mind that digital output requires a much higher resolution than other forms of printing. Your image should have a minimum resolution of 50ppi (pixels per inch) at actual size. This means that if you are sending a file at halfsize, your minimum resolution should be 100ppi. 50ppi roughly translates to 1MB per sq foot (RGB scan). A good guideline is a 60" x 60" (25 sq feet) Adobe Photoshop file for output should contain approximately 25MB of RGB information, 35MB of CMYK information. Most scanners are RGB but please send us CMYK files only. If your image is lower resolution than what we request, simply increasing the ppi is not sufficient. You must rescan the image using our 50ppi at actual size guidelines. For High Resolution Inkjet Printing we require a minimum of 75 ppi at actual size. If your Adobe Photoshop files are getting excessively large, save them as a Photoshop EPS using JPEG (Maximum Quality) encoding or as a TIFF using LZW compression. This will compress your files with no noticeable loss in quality. (Also note, ppi is not the same as dpi, if you have any questions feel free to contact: renato@impactimaging.ca)

Colours. Many colour systems are hard to match, therefore please send an accurate colour copy of the image, colour chips or colour reference (use Pantone coated or Pantone process); we will match your choices as closely as possible. Without an accurate colour hard copy or Pantone numbers, we cannot guarantee an accurate colour match. Please send us CMYK images and notify us what we are to use as the colour reference.

Optimum Colour Output.

Black: For a rich black to be used in backgrounds and large areas, you can not use 100K and expect to get rich black, you will get a greyish black instead. Use 40C / 40M / 40Y / 100K

Blue: Do Not use too much magenta or you may receive a purple colour. Even if your print came out blue before it may become purple the next time you print, instead use: 100C / 60M / 0Y / 0K and if you require a darker blue ADD more Black (K) to a MAXIMUM of 40K.

Purple: Do Not use too much cyan or you may receive a blue colour. Even if your print came out purple before it may become blue the next time you print, instead use: 60C / 100M / 0Y / 0K and if you require a darker purple ADD more Black (K) to a MAXIMUM of 40K.

Fonts. Whenever possible, please convert your fonts to curves/outlines as this will help us speed up our process. Whenever a font may be required please submit them with your artwork. We recommend against using text in Photoshop versions earlier than 7.

Layout. Please send us an accurate printout, pdf or jpeg of your layout to ensure proper reproduction of your artwork. If your image has been built in a layout program such as Quark XPress, Freehand, or Illustrator, you must include all fonts and support files (such as Adobe Photoshop images) as linked images and provide the Photoshop image separately. Slight colour corrections are often made to these types of files; embedding these images makes this impossible.

Editing. If your image requires editing due to poor quality artwork, low resolution, etc., you will be charged at our hourly studio rate for time spent on editing. We will notify you of potential charges and obtain your approval before proceeding. Problems that may incur editing charges include copy changes, missing fonts, incorrect or missing colour references, embedded rather than linked images, low resolution Photoshop files or missing support files.