

# 374 FSS Marketing File Submission Guidelines for Reproduction Work

## File Submission for Inspiration, Theme, and Direction

When requested, 374 FSS Marketing Graphics Department is given design authority on a project, any supporting files that illustrate a theme, direction, and/or guidance is for inspiration purposes only.

## Hard Copies

Hard copies are not recommended, however, we accept them for basic duplication or as an example. For duplication, the image will be scanned and copies created.

## File Formats - Master Files

Please submit files in their native format. For example, a file created in Adobe Illustrator should be saved as an Illustrator Document (.AI)". Adobe Illustrator CS3 is recommended.

## File Formats - Photos and Logos

For photos, TIFF, EPS, JPEG, PNG, DNG or PSD (native Photoshop format) formats with high resolution are recommended. All photos in bitmap format should be 220-300ppi at final output size, 300 is the optimum ppi for the best final product. Requirements may vary for larger posters or banners. We may not accept lower resolution files that may cause undesirable quality of the final product.

Any files created with Microsoft Office (Word/Excel/PowerPoint/Publisher), or other programs listed below\* are not supported. Submissions of these unsupported formats will result in redesign and may extend the time needed to complete the project. In this case, the final result will not be exactly the same as your original submission, but effort will be made to keep it as similar as possible if desired.

Submitting logos and icons in vector format (.AI) is strongly recommended. In case vector format is not available, high resolution bitmap format (TIFF, EPS, JPEG or PSD) are acceptable.

## Artwork/Images

Artwork and images should be submitted as original files. Modifications performed prior to the submission must have open layers to allow our design team to make adjustments, as needed. Flat artwork and images may not be incorporated into the final design if it will result in a poor quality product.

## Links & Fonts (Illustrator/Photoshop/InDesign Submissions)

Links and fonts must be included with each graphic and placed in separate folders. Include all the fonts used in the document. Fonts not compatible with Mac OS X will be substituted with similar fonts. We cannot guarantee the correct reproduction of files containing Truetype or other fonts, particularly if file(s) submitted were created using a PC.

## Document Size

All files will be set up at sizes specified in our menu. Larger sizes for posters and banners are available on request, up to 42" (3.5ft) x 227" (19ft).

## Business Cards

Final output size will be 55mm (2.16") x 91mm (3.58").

## Bleed

Graphics must include 0.15" of bleed for products with full-bleed designs.

## Materials

Paper materials brought in for printing are not accepted. This ensures the most desirable final product and optimum printer performance. For smaller products, our Print Shop has a variety of paper colors and textures to select from. For larger products, paper and banner materials are available. For business cards, three types of paper materials are available: glossy double-sided, glossy one-sided, and matte card stock.

## Other Notes

Size/proportion of submitted files could be altered without notice to match our standard paper sizes and design purposes. You will be notified if a major change to your submitted file(s) is necessary, as determined by the project deadline.

## Submitted Files Post Project

Submitted files will not be returned unless requested in advance. We are not responsible for any loss or damage to your submitted file(s).

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### Supported Software

Adobe Illustrator CS6/CS5/CS4/CS3/CS2/CS  
Adobe Photoshop CS6/CS5/CS4/CS3/CS2/CS  
Adobe InDesign CS6/CS5/CS4/CS3/CS2/CS

### Unsupported Software (Requires redesign – however accepted as inspiration purposes only)

Microsoft Office  
Macromedia Fireworks  
CorelDraw 10  
Corel Word Perfect  
Computer Aided Drafting Programs  
Macromedia Freehand

### Supported Transfer Media

CD/DVD ROM  
USB External hard drives  
USB Flash memory drives  
Email Attachment

### Email

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