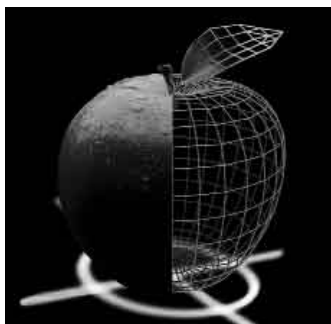


Lambda File Preparation Guidelines

Here are some guidelines to ensure smooth and timely production of your project. Deviation from these guidelines is possible, but could lead to increased cost and/or decreased quality.



PLEASE INCLUDE:

Hardcopy of your layout (PDF files are acceptable alternatives)

Filenames / directory structure / location of the job on your disk

Any physical references for critical colors (product samples, fabric swatch, etc.)

ON THE DISK PLEASE:

Organize all relevant files into one folder

Include all screen and printer fonts used in the EPS files as well as the layout (Adobe Type-1 only, please)

Include imported or embedded EPS and TIFF artwork files

Include native versions of any imported or embedded EPS files (We do not recommend embedding files)

WHEN LAYING OUT YOUR FILES:

We recommend using Quark Xpress as the primary layout program

Create a multi-page document when printing multiple graphics

Create murals on one complete page, do not tile onto different pages.

Work at a proportionate size when the graphic is larger than the art board. (ex: 30"x90" panel set up at 50% scale would create a 15"x45" document)

Specify critical colors as Pantone using the palettes available within the layout/drawing application (exception - Photoshop)

When drawing vector elements, assign colors from a palette, rather than "on the fly" (This allows us to edit colors globally)

Do not scale, skew, or rotate in Quark, do this in import files native program

Please provide "bleed" in the layout

IMAGE FILES:

We recommend 150 ppi resolution for images smaller than 50". Larger images can be as low as 100 ppi. Exceeding 200 ppi is counter-productive

Tiff and raster EPS files should be in RGB color mode (we charge for conversion)

Beware of overly complex clipping paths on EPS files

Quark will knock out a white background of a tiff image, calculated at preview resolution of the image. This can create jagged edges around the product

Please do not compress TIFFs

Please convert text to paths when using Windows programs and/or Truetype fonts

MACINTOSH SOFTWARE SUPPORTED

Quark Xpress 5.0

Macromedia Freehand 10

Adobe Illustrator 10

Adobe Photoshop 7

Adobe PageMaker 6.5

Adobe Acrobat 5 (PDF)

WINDOWS SOFTWARE SUPPORTED

Adobe PageMaker 6.5

Macromedia Freehand 10

Adobe Illustrator 10

Adobe Photoshop 7

Adobe Acrobat 5 (PDF)