



## File Requirement Guideline

Repros requires specific file guidelines for large format printing applications to ensure high quality graphics resolution. Please note the following specifications:

1. **FILE:** All text and fonts must be converted to curves. Provide layered files when possible and embed images with the file, do not link. Indicate the size, crop marks and layout. Files should be provided as flattened .eps or in printable .pdf format. Most graphics are designed at 25%, 50% or 100% of final size. For extremely large graphics, 1/12<sup>th</sup> (inch-foot) is common. Provide each side as one graphic and we will tile the graphic panels to best fit your vehicle.
2. **COLOR:** We will attempt to match every color as close as possible. If a project requires a critical color match, please indicate the desired Pantone color. While not every color will match exactly, we will do everything possible to ensure the closest match. Use CMYK color mode.
3. **PROOF:** A proof is essential for the best quality output. A color proof should accompany all electronic art to verify content, crop, layout and overall color. Repros cannot be held responsible for errors or omissions in final output if a proof is not supplied.
4. **RESOLUTION:** For the best results, 100 dpi is recommended at final output. Please note: A file enlarged 400% (designed at 25% of scale) should have a resolution of 400dpi. A 400 dpi image divided by four (the enlargement factor) will equate to 100 dpi at final output. Some applications claim to increase dpi, but results in large format printing will vary greatly. For large graphic areas (for example –bus side), a reduced dpi of 25-50dpi at full size can be acceptable due to viewing distance and size.
5. **VECTOR** graphics commonly produced in illustrator (referred to as line art), provide a design that holds excellent resolution regardless of size printed. The “vector” element relates to the design consisting of vertical and horizontal measurements that can mathematically scale infinitely. Please note that photographs are raster, not vector elements.

### PROGRAMS

Illustrator CS4  
Photoshop CS4  
Indesign CS4  
Freehand MX  
Quark 4 – 7.3  
Acrobat 4-6 CS4

### FTP

Main 207.54.169.250

Can also be accessed <http://www.reprosinc.com/ftp>

EMAIL [art@reprosinc.com](mailto:art@reprosinc.com)

### KEY CONTACTS - Cleveland

Production Manager – Bob Dillon - [bob.dillon@reprosinc.com](mailto:bob.dillon@reprosinc.com)

FTP Administrator – Jason Meyer – [jason.meyer@reprosinc.com](mailto:jason.meyer@reprosinc.com)

These are the most common  
Applications. We also can print  
Many other applications

Repros Color Cleveland  
3001 Superior Ave  
Cleveland, OH 44114  
(216) 696-7557

Repros Color Akron/Canton  
409 Applegate St N.W.  
N. Canton, OH 44720  
(330) 966-1300