Guidelines for submitting files for production

What kind of files do you accept?

- Adobe Photoshop
  (please flatten image and save in .tif format)
- Adobe InDesign

- Adobe Illustrator (please convert text to outlines)
- Quark Xpress

We can accept files produced in other programs as long as they are saved as either .eps or .tif format. We cannot guarantee files produced in other programs other than the ones listed above will reproduce correctly.

MAKE SURE TO INCLUDE ALL FONTS AND LINKED GRAPHICS! Without including all elements with your initial order we will be forced to have to put your job on hold until we receive the missing pieces. This can result in rush charges or having to add days to the job.

What kind of fonts are acceptable?

- Postscript printer & screen fonts will be needed

True type fonts are not printer friendly. If you supply true type fonts additional charges will be added to your job to replace them and it can add time to your job.

How do I spec colors in my documents?

- RGB Colors (NOT CMYK)
- Pantone Coated Colors at 100% opacity
  (for Lightjet and Vinyl Printing)

- Pantone Uncoated Colors 100% opacity
  (for Fabric Printing)

If files are sent in CMYK there will be additional charges and time need to convert the colors to RGB format. Using percentages of Pantone colors will give inaccurate and undesired colors. We do not print in the same manner as offset printing presses were percentages of Pantone will give a lighter version the color spec'd. In our printing process percentages of pantones will cause unwanted color shifts.

How big of a file do I need to provide?

- Vinyl and Fabric Banners - 100 dpi at final size
- Lightjet Printing - 150 dpi at final size

Make sure that your images are proportionate to the final size that is desired. What "at final size" means is the resolution at the size you want the final piece printed not what you start with. If you have a 8" x 10" image that is 300 dpi that will reproduce at 16" x 20", the image will be 150 dpi at final size. As long as the quality of the digital image or scan is of good quality there shouldn't be a problem with blowing up this image. If you start with a 8" x 10" image at 150 dpi and hope to enlarge it to 16" x 20" it will reproduce at 75 dpi. There is a good chance the image will be either pixelated or look "soft" or out of focus. Before starting your design please contact us at Bokland. We are always happy to check the quality of an image before you put time into design to make sure it will work out OK. If you have any other questions about how to set up your files we are more than happy to go over spec's and send any layout templates we may have before you start designing. This will make the whole process go smoother and make it possible for us to give you a product you are happy with.