

General Guidelines:

- Always have resolution (*for raster images*) set at a minimum of **100 PPI @ full size (no larger than 125 PPI)**
- Convert all type into outlines
- **Send PDF proofs** for content / layout reference and indicate all Pantone colors (*if needed*)
- All PMS colors should be Pantone SOLID COATED only (for example: #185 C)

File Set Up Checklist:

For Illustrator (Adobe Creative Cloud):

- Always send AI or EPS files
- Do not put crop marks in files
- Convert all type into outlines and always supply fonts in case changes are necessary
- Supply all links or embedded images - all links or embedded images should have resolution set at a minimum of 100 PPI @ 100% finished size (**no larger than 125 PPI**)
- Always save your file as an AI or EPS and in CMYK color mode, include thumbnail preview and save as Adobe Postscript Language Level 3
- Send PDF proofs for content / layout reference and indicate all PMS colors
- All PMS colors should be Pantone Solid Coated only
- Use templates to setup all files that are provided by EW

For Photoshop (Adobe Creative Cloud):

- Convert all type into outlines and always supply fonts in case changes are necessary
- Do not put crop marks in files
- Always have the resolution set at a min. of 100 PPI @ 100% finished size (**no larger than 125 PPI**)
- Always save your file as a PSD or TIFF and in CMYK color mode, do not use LZW compression and do not embed color profiles
- Send PDF proofs for content / layout reference
- Use templates to setup all files that are provided by EW

For InDesign (Adobe Creative Cloud):

- Always send original InDesign file, do not export as EPS or PDF
- Do not put crop marks in files
- Convert all type into outlines and always supply fonts in case changes are necessary
- Supply all links or embedded images - all links or embedded images should have resolution set at a minimum of 100 PPI @ 100% finished size (**no larger than 125 PPI**)
- Always save your file as an INDD and in CMYK color mode
- Send PDF proofs for content / layout reference and indicate all PMS colors
- All PMS colors should be Pantone Solid Coated only
- Use templates to setup all files that are provided by EW

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