Ink•Vantage
BY WALTON PRESS

File Submission Guidelines

If you have any questions, please email us at info@ink-vantage

In order to streamline the production process and make your printing experience as efficient and straightforward as possible, please read and adhere to the following guidelines when submitting files for printing.

Software Recommendations

We primarily use Adobe Creative Cloud software, including Adobe Acrobat and Illustrator, on both PC and MAC systems.

Ensure you always provide:

- Native files with accompanying fonts and links.
- High-resolution PDF exports of your files.

We highly suggest using the "Packaging" feature within Adobe Illustrator and InDesign. This ensures all linked images are embedded or supplied separately. If you can, convert all fonts to outlines, or alternatively, provide the font itself.

File Types & Support Files

Please provide files in the following formats:

- **AI & PDF Files:** Package these with supporting links & fonts.
- **EPS & SVG Files:** Include embedded links and outlined fonts.
- **PSD Files:** Rasterize font layers.
- **TIFF & JPG Files:** 300dpi (minimum 100dpi) with quality saved at 10 or higher. If layers are enabled in TIFF files, please rasterize any fonts.

We advise against using INDD Files for large-format printing, but if absolutely necessary:

- Package them with supporting links & fonts.
- Include a high-resolution, print-ready PDF.

*Ink*Vantage File Submission Guidelines*

Dimensions & Scaling of Files

Submit artwork at 100% size.

If the artwork must be scaled up or enlarged to meet the requested project size, the image may become pixelated or the resolution may degrade.

Color Management

Submit all files in CMYK color mode.

Files submitted in non-CMYK formats will be converted, potentially resulting in slight color deviations.

For color matching accuracy:

- Utilize Pantone Solid Coated swatches for PMS color matching.
  - *Maintain the original name of the PMS swatch.*

Fonts

All fonts should be converted to outlines when submitting artwork.

If this isn't possible, please include the font file itself.

Bleed Requirements

A minimum of 1/4" bleed is recommended on all sides of most projects.

Specific projects have additional requirements:

- Retractable banners: Include an extra 4" at the bottom for the roll-up mechanism.
- Wallpaper or wall coverings: Include 2" of bleed on the perimeter.

Trim Marks

Please **do not** include trim marks, registration marks, slug, or any other non-relevant marks or data in your file.

Die-Cut Artwork

For items requiring die-cutting, provide the file with a die-line path in the artwork on a separate layer. These paths **MUST** be in a vector format (*AI, PDF, EPS*) and CANNOT be utilized in a raster (*JPG, TIF, PNG*) format.

- Only display all die-cut lines in the unique spot color swatch named 'Cutline'.
- Do not fill in the shape with any color for die-cut lines.

White Ink Notation

Designate areas that will receive white ink in your artwork.

Add a unique spot color swatch named '*White Over*' to the color swatches panel. Use this new swatch exclusively for areas that are going to be backed in white.

Depending on your software:

- **In Illustrator:** Place white ink data on a separate layer named '*White Over*'.
- **In Photoshop:** Place white ink data on a separate layer or in a separate channel.

When printing on transparent material, your artwork will be mirrored to print. Positioning white ink data accurately is crucial to ensuring the final print matches the original color, this includes Pantones.

If no white layer is indicated behind the artwork, the color ink may appear translucent or deviate from the intended color.

We're here to ensure your project is completed with the highest quality and efficiency, so if you encounter any questions or need further assistance, don't hesitate to reach out to your Account Manager. Alternatively, you can contact us at 770-267-2596 or via email at info@ink-vantage .

Ink*Vantage File Submission Guidelines