PULPSTUDIO

Graphics File Requirements (rev. 7/2017)

Preparing files for any of our graphic print products can be a huge task that is demanding often requiring large files that most common computers cannot handle. We recommend files with a resolution of 300 DPI at the final size for optimum quality and color; but if document size is an issue, we encourage proof-size tests, at various resolutions, to appreciate the difference.

We require a high-resolution printed proof or a hard copy sample of your art to be used as reference for color and content. This can be shipped to your sales associate.

The best file format to use is either Tiff or EPS but we encourage submitting documents in their native form, e.g., Adobe Illustrator, Adobe InDesign, etc. We support files from Adobe CS6, which includes Photoshop, Illustrator and InDesign. We don't support the Adobe Cloud, so please save your files in CS6 format.

The working color space of your images is very important. We want the best possible color output for which it's better to keep your work in RGB which has a larger color gamut than CMYK. Our color management software thrives with RGB color, however if the files have already been converted to CMYK there is no real benefit in returning to RGB. Also, when applicable, please reference Pantone colors for best approximation.

We strongly advise AGAINST the use of JPEG file format. JPEG was primarily made to quickly view and transport images for on-screen-viewing like web pages, *not* for printing at high resolution; it's a compression format that removes and flattens vital color information necessary for printing at any of our graphics products.

We don't support PDF file format. Adobe Acrobat PDF was made primarily for preparing, transporting, and sharing files across various platforms and applications. Conventional printers use those files, however Pulp Studio does not follow those standards. As previously stated, TIF and EPS are the preferred file formats.

Tiling a large scale image over the entire graphical area of your project is a task that we prefer to do. Several factors must be taken under consideration with this process for graphics to flow correctly from panel to panel. Let our experts take care of such a task.

If you are using a custom ICC-color-profile in your application, please include a copy of it; we will use it to ensure better color representation. When packaging your documents, don't forget to include the native files and all utilized images. Please convert your text to outlines; we don't support any fonts.
For your convenience, we host a 128 bit encrypted secured FTP site. If you prefer to use this service, please ask your sales associate for the credentials to download your files.

If you have trouble in creating or formatting your images based on these guidelines, we can help.
We have a full-service art department, Artwerks, capable of undertaking the task of preparing graphics for any of our various graphics product. Please contact your sales associate.