

Printed Mat Art File Requirements

We will make every effort to expedite your order in the most accurate and timely manner possible. Please review order confirmation and digital files carefully. Files needing modification or formatting will be subject to additional charges. To avoid additional charges, please use the following guidelines for file set-up. If you have any questions or concerns, please speak to your customer service representative.

File Formats

All files must be submitted in one of the following file formats:

.EPS .AI .PSD .JPG .TIFF

Recommended Software

- Adobe Illustrator - Files must have placed images (not embedded), and all fonts must be converted to outlines.
- Adobe Photoshop - Include all layers, paths and channels. Rasterize fonts.
- Acceptable file compression formats:
 - Stuff-It (Macintosh)
 - Zip (Windows)

Type, logos and illustrations must be provided in one of the formats listed above, not as bitmapped art.

Image Resolution

- Preferred resolution:
 - 300 dpi at final output size
- Minimum acceptable resolution:
 - 180 dpi at final output size
 - 300 dpi at 50% final output size

Color Management

Convert files that are RGB, Duotone, Grayscale, or Bitmap to CMYK. (Caution: Color mode changes may produce unexpected color shifts that may not be detectable on a monitor.)

- Colors can be Process or Pantone call outs.
- Specify both beginning and ending PMS colors for any graduated blends.
- Provide a physical sample (printed sample, color proof or swatch) for PMS colors.
- When creating a color tint using PMS percentages, make certain to note that it is a tint value.
- Images and complex illustrations that extend to the edge of the chairmat or deskpad, must include 0.25" bleed.

Transparency

Artwork for ES Robbins chairmats and deskpads may be available in opaque, translucent and transparent designs. Please specify if any portion of your artwork will be translucent or transparent. All artwork will be treated as opaque unless specifically requested. Use the following guidelines to determine your needs.

Opaque

100% color; Cannot see flooring or desktop through the printed area



Translucent

Color opacity less than 100%; allows flooring or desktop material to be seen through the printed area



Transparent

No visible color coverage; no ink in this area, flooring or desktop is clearly visible in this area



Storage and Digital Media

You can submit files by one of the following choices.

- Send files directly to ES Robbins drop box. <http://dropbox.yousendit.com/esr-art>
- CD or DVD - Label each disc with your PO number, company name and your contact information.