



Stella Color File Submission Guidelines

Required Assets:

- Native files
- Fonts
- Linked artwork
- Color matchprint (when available) or PDF go-by (for content only)
- Color callouts, via document swatches or provided list (unnamed colors are left 'as-is' unless a callout is provided)

We accept PDF files under the provision that they are properly exported and suitable for printing and will not require complex edits after leaving your hands.

Guidelines when creating PDF's:

- Avoid compression
- Do not downsample
- Work in CMYK and "leave colors unchanged" when exporting or distilling
- Ensure flattening resolution is adequate if elements/effects that require flattening are used in your work
- Embed or outline fonts

Supported Software/Formats:

- Adobe Illustrator (AI, EPS, PDF)
- Adobe PhotoShop (TIFF, PSD, PSB, JPEG, PDF)
- Adobe InDesign (INDD, PDF)
- QuarkXPress (QXD, EPS, PDF)
- Freehand (FH, EPS, PDF)

Files created in unsupported software (e.g., CorelDRAW, Publisher, or those not listed above) must be exported and provided as print-suitable PDF files, or TIFF/PSD files at appropriate resolution for output.

Resolution:

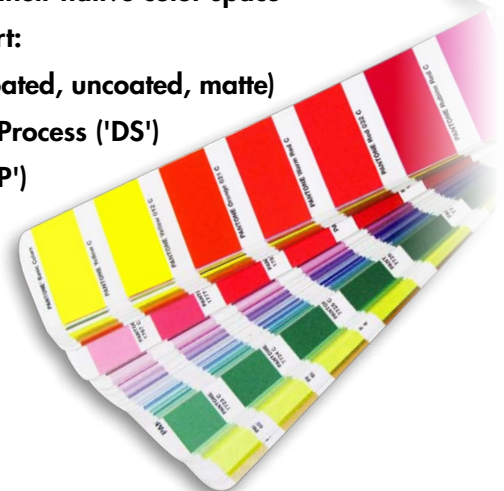
For any artwork other than vector graphics, the following are suggested resolutions that will yield best results for the range of devices at Stella Color. As you work with larger and larger dimensions, a raster file's resolution will become unavoidably lower. In general, try to provide the highest resolution your workflow will allow without exceeding the following suggested maximum DPI (dots per inch); we do not require or accept single raster files larger than 2gb uncompressed.

- **Flatbed / Latex: up to 180dpi at output dimensions**
(example: 180dpi @ 24x30 = 89mb CMYK)
- **HP 6100: up to 300dpi at output dimensions**
(example: 300dpi @ 24x30 = 247mb CMYK)
- **Dye Sublimation: up to 100dpi**
(example: 100dpi @ 24x30 = 27mb CMYK)

If you're unsure what device your artwork will be printed on, please contact your salesperson or project manager.

Color:

- Provide images in their native color space
- Callouts we support:
 - Pantone Solid (coated, uncoated, matte)
 - Pantone 4-Color Process ('DS')
 - Pantone CMYK ('P')
 - Physical sample



**Continued on
reverse...**



Bleed:

Please provide adequate bleed in your file:

- 1/4" minimum bleed for single sided graphics
- 1/2" minimum bleed for double-sided graphics
- 3" minimum bleed for stretcher frame wraps

Proofing:

Stella Color requires proofing on all jobs, by either press proofing on intended material and/or PDF soft-proofing.

- PDF proofs are for content only (not for color or resolution)
- Approval or markup is due within 24hrs from delivery of proofs unless otherwise specified
- Prototypes or full size section proofs are recommended for large-scale projects

Providing Files/Artwork:

- FTP, web uploads, and online file sharing services (always bundle as ZIP or SIT when transferring files online)
- CD/DVD, USB Flash, Standard camera memory cards
- Scan-ready reflective art, negatives, or transparencies



Simple things to keep in mind:

- Design at 100% scale if possible - or at a proportionate scaling factor (50%, 25%).
- Keeping your file submissions organized and clearly named can help get your project started quickly and efficiently.
- Please supply only the files you wish to have printed.
- Supplying native application files allows us to fine tune color and help you make changes on the fly if needed.
- Please check to make sure you are submitting all of the fonts and links used in your files. Also be sure that you do not embed links.

 60503
JOB# 12/15/11
DATE

CLIENT *Carmella Design, Inc.*
MATERIAL *Eco Cotton Heavy*
CL
PREPRESS 1 PROOF ROUND

APPROVED NO CHANGES
 APPROVED W/CHANGES - SEE MARKUP NEW PROOF WAIVED
 NOT APPROVED - SEE MARKUP NEW PROOF REQUIRED

Pawfect!

CLIENT/SALES SIGNATURE
TO MAINTAIN CURRENT DUE TIME, APPROVAL IS DUE *24hrs* UPON RECEIVING PROOF

TEL: (206)223-2303
FAX: (206)223-7005

If you have any questions about your file submission, please give us a call at **206-223-2303** and we'll be happy to help.

