SPECIFICATIONS FOR DIGITAL FILE PREP

KBW utilizes a Mimaki solvent printer, which is capable of printing media up to 5 feet wide with resolutions up to 1440 x 1440 dpi. Basic tech information for file preparation is included below. **Failure to follow guidelines could result in production delays and art charges.** If you have any other questions or specific request, please contact Consort Display Group's Creative Services Department at 1-800-525-6424.

PROGRAMS

Consort utilizes the following programs. Please save files in native format whenever possible and include any linked files (**DO NOT EMBED IMAGES**), fonts, etc.

- **Adobe Photoshop CS3:** PSD, TIFF, JPG.
- **Adobe Illustrator CS5:** AI, EPS or PDF.
- **Adobe InDesign CS5:** INDD, EPS.

Consort also has the following programs available as well.

- **Macromedia Freehand MX**

Consort **DOES NOT ACCEPT** files from these programs: Any Microsoft Office product, Quark Xpress, Adobe Pagemaker or any file from the internet. Please export to an acceptable file format from the above list.

ART CHARGES

Please make sure that all submitted artwork to Consort is production ready; artwork requiring absolutely no changes or editing. Consort will provide 4 hours of complimentary design time in order to fix any unforeseen problems or errors in customer supplied artwork. Any design time beyond the original 4 hours will be billed at $50 per hour.

FILE UPLOADING

You may send artwork by CD (please include a printed copy of artwork), or via our FTP site (please include a proofed PDF file). Please contact your Consort Representative for more information regarding the FTP site.

NOTE: Banners are finished with sewn 4" hems top and bottom and 1/2" side seams (when applicable). Art files should be adjusted accordingly, with particular attention to placement of text. Please note that while bleeds are permitted, text should be moved away from where hemlines will fall on top of them, hindering readability.

DESIGN SPECIFICATIONS

Raster Images:
Scanned images should have a **MAXIMUM** resolution of 100 dpi (dots per inch) at final output size or a proportional size to rez, ie: a 10' x 10' final size would equal a Photoshop image 10' x 10' @ 100 dpi or a 5' x 5' image @ 200 dpi or a 2.5' x 2.5' image @ 400 dpi. The preferred method for saving raster images is TIFF, or JPG.

Vector Images:
Line art and graphics created in either Illustrator or Freehand should be saved in the native format to reduce file size. They may also be saved as an editable .EPS. Text may be placed in files, but please convert text to outlines to avoid font issues. If this is not done, please include the used font(s) so we may accurately image your job. Include all linked files used in the production of the artwork. **PLEASE DO NOT EMBED IMAGES.**

Pantone Colors:
If/when using Pantone colors, please provide them in addition to the files being sent. Consort utilizes Pantone Coated Spot Colors (i.e. 186c, 300c) or Pantone GOE Coated Colors (i.e. 23-5-3c, 94-3-2c); please adhere to these PMS systems.
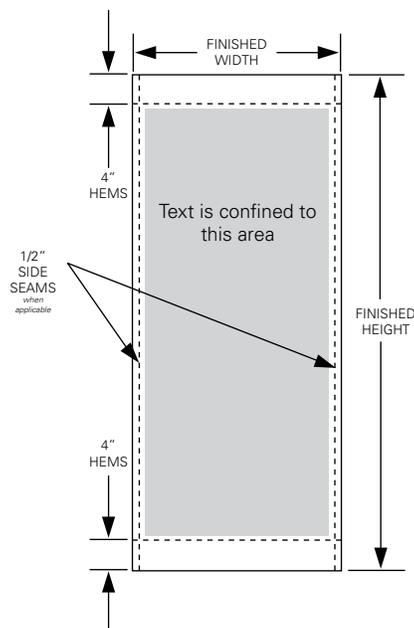
Color Matching:
Due to inconsistencies between computer monitor and printer profiles, please provide PMS numbers (when applicable) and/or a hard copy example to ensure exact color matching. Without one or both of these, Consort can not guarantee the colors which appear on your computer's monitor will match the colors which are printed on the banner. Upon request, Consort will provide one free digital proof (per order) for final approval. Additional digital proofs are available for a nominal fee of $25 each. Expedited shipping is also available at cost. Please contact your Consort Representative for details.

Sizes:
Banner designs should be proportional to final size and include representation of hemlines (please consult the image to the left for more information).

For indoor banners being displayed upon Display One products, an additional inch to the width of the banner is permitted for optimal viewing and appearance (ie: a 30" x 94" banner can be a 31" x 94" banner if displayed with Display One). Please make a note of this, because without the original file, we can not add an extra inch of width.