ARTWORK GUIDELINES

To move your job into production, the supplied art files need to be "print-ready".
We're looking for files to be correctly sized and placed, with high resolution images, bleed and so on, for the job to be considered ready to print. Please note: there are often "simple fixes" we are happy to suggest or help with. However, please note that files received not print-ready may be delayed or incur additional costs to get going. By following these guidelines and tips, your order will move smoothly into production and quickly to your doorstep!

① How do I set up my artwork to be print-ready?

Great question! Here are some suggestions for artwork preparation that allow for a quick and smooth turnaround.

☐ **Margins**
Margins are to be .25" from the trim edge and free of text, images, or page numbers.

☐ **Resolution**
We recommend all images be at least 300 dpi. Submitting files with images that are lower than 300 dpi can result in blurry or pixelated images when printed. Opening a 72 dpi file and changing it to 300 dpi does not mean your image will print any cleaner. If your image is already low resolution there isn't much that can be done to make it look better. Scaling the images will affect the output resolution even if the native file is set up correctly.

☐ **Color**
All files should be sent using CMYK color space to ensure printing accuracy. Files using RGB or spot colors will be converted to CMYK during file processing, which may result in the color being different when printed. The text should be built as black, not CMYK black.

☐ **Fonts & Links**
All fonts should be embedded or outlined before submitting files. Please proof your document before submitting files to ensure you have correct grammar and spelling. Make sure all links are embedded.

☐ **Native Files**
When submitting native files, please package all fonts and links before submitting. Include a high-resolution PDF with trim marks and bleed whenever possible.

☐ **Bleeds**
Bleed is the amount of printed information that extends beyond the trim size of your piece. Our standards
are a minimum of .125" on all sides of your document. This should be included when you export your PDF for printing.

☐ **File Formats**
We prefer a PDF file whenever possible when submitting files to us. A pdf is the standard or the secure and reliable exchange of electronic files. For apparel & signage vector artwork is best.

② I've perfected my files. How do I get them to you?
Email your files (under 10 MB) to your sales contact. You can also upload to our FTP site.
https://ftp.pantherg.com/Login
username: panther1984
password: print
   • *Tip*: Compress or zip your files for a smaller file size and quicker upload.
Proofs
Production time begins after we have received proof approval. We have several proof options but emailing you a PDF proof is the quickest and easiest. You should expect a proof within 48 hours.

③ I've sent my files. When should I expect my order?
Production Time
Our standard turnaround time is usually 3-8 business days after proof approval. If there are multiple processes or special stock, a few more days may be required.

Archiving Files
We store all artwork files to make your reordering process a breeze!

PANTHER | AD ARTS
Your brand. On anything. Anywhere.