Artwork Guidelines

- **Please submit files in Adobe Illustrator format.**
  Preferred file set-up guidelines for AI files:
    - **Placed Images**
        - Please supply high resolution images (300 ppi or greater).
        - Placed images in Photoshop Document format (*.psd) are the best option if Spot colors are used in a raster image.
        - Images in layered CMYK Photoshop format (*.psd) are preferred as they offer the most flexibility if color correction or a white plate involving the image is required.
        - RGB images have to be converted, with the color of the converted file sometimes differing greatly from the original.
        - Please supply clipping paths with images.
    - **Color**
        - Please supply a color target for reference.
        - A color laser, color swatches, PMS color references, etc.
        - AI files created with artwork in the file linked to swatches in the swatch palette that are set as "spot colors" or "global process colors" offer the most efficient editing when color matching is required.
    - **White Plate**
        - Any items that need to be backed in white should be copied to a unique layer. These items should be called out as a spot color called "Spot White", although the actual CMYK breakdown of the spot color reference used on the file is not important.
        - The white plate items should be set to overprint (fill and/or stroke as applicable).

- **Other file formats** (although files not submitted in Illustrator format may require significantly longer setup time)
    - Adobe InDesign files are accepted
    - PDF

Files may be submitted via the following media or transfer methods:

- Please make sure you are attaching the files directly off of your desktop and not through a link or sub folders.
- Compress all files (Stuffed or Zipped) before submitting. Stuffed files (.sit) are preferred.

- **FTP:** ftp://relmwest.com
    - **Username:** upload
    - **Password:** artRW12u
    - **Please send an e-mail to** customersvc@relmwest.com to inform us of the upload

- **Media**
    - CD, CD-R, CD-RW, DVD-R
    - 3.5" floppy

Files up to 5mb in size can be emailed to customersvc@relmwest.com

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