

Graphics Specification Sheet – Wide Format

Art Production

Preferred Art File Formats:

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign (output package)
- .PDF (X1A)
- .EPS
- .TIFF or .JPEG
- Please make sure files are converted to CMYK

Guidelines:

- **FONTS/TEXT** – Convert to outlines or include the output package. Rasterize type layers as a last resort.
- **LINKS** – Do not embed linked files. Maintain and preserve all links and provide high resolution or native files along with layout. Please outline vector links.
- **RESOLUTION** – At full print size – minimum 150 dpi. We can scale art, please scale resolution accordingly. Higher resolution art is preferred (150 dpi + at full size for best results).
- **CUT/BLEED** –
 - Cut file or crop marks with your finished art files are preferred.
 - Bleed – we would like a minimum of 1/4” on all sides.
- **QUALITY** – There is a direct relationship between the quality of the print of your submitted art and the quality of the print we provide. Please do not “up-rez” or force resolution to meet the above criteria; this does not improve the quality of the output. **Please check files at full size thoroughly, looking for pixilation or other miscellaneous artifacts – this will help greatly with production times.**
- **COLOR MATCHING** – Call out and apply PMS colors within the art file or provide samples to match. We will do our best to make sure colors match as close as possible. Physical color proofs are available at an additional charge and with sufficient lead time to make posted deadlines. Allow minimum of 1 week from submission of artwork to receiving proofs or delivery of finalized art.



Digital Studio
800 Bethel Street Suite 403
Honolulu, Hawaii 96813
Phone (808) 792-3077

www.OntheRock.studio
Tangible Studio
1205 Hopaka Street
Honolulu, Hawaii 96814-4302
Phone (808) 312-1610

Confidential and Proprietary

File Submission

- Files smaller than 15MB can be submitted as email attachments, please send them to Info@OntheRock.Studio
- Files larger than 15MB – please use a file delivery service such as WeTransfer, Hightail, Dropbox, etc.
- We will return a digital proof for your review if requested. Production will begin once we receive approval of the proofs. Production time is 7 days from approved art – please plan accordingly.

Billing

- Payments are to be made to the following address or by check, credit card or ACH – please make arrangements prior to Due Date for each graphic. Payments are due on invoice.

PD Technologies, LLC
Db a Studio OntheRock
ATTN: Accounts Receivable
1205 Hopaka Street
Honolulu, HI 96814

- Any questions, please contact Mikaela at (808) 312-1610 or email Info@OntheRock.Studio.