



splash!

splash! • 210 hillsdale avenue, san jose, ca 95136 • 408-287-8600 • info@splashevents.com • www.splashevents.com

## File Formats We Accept



## Art Guidelines

### General Layout

Please provide the file at full size (100% scale), with linked files, fonts outlined and with crop marks and bleed as directed below.

### Hard Copy Proof

Please provide a PDF proof of the document you are sending us with the sizes and pantone colors to be matched called out.

### Images

Any linked images should be provided at 100ppi at full size (100% scale). Please do not embed linked images.

### Special Effects

Due to postscript issues in printing special effects, it is highly recommended to have all drop shadows, transparencies, and other elaborate effects created in Photoshop and placed as linked files in the Illustrator or InDesign document.

### Text

Please convert all text to outlines. If you foresee any possible changes to content after we receive your files, please send the fonts used in the document.

### Layers

Please provide art in layers and do not flatten artwork to allow us greater control in color matching.

### Color

Please indicate any Pantone colors within your document that you need matched or send a sample for us to match to if the color is critical.

### Bleed

Please provide at least a 1" bleed on each side of your graphic.

### Pop-up Murals

Please include at least 4-6 inches of bleed overall for murals to aid in installation.

### Logos

Please provide logos as vector artwork.

## Vector Art vs. Raster Art

### Vector Art

Generally, files produced in Adobe Illustrator with the extensions .ai or .eps are acceptable. A simple test would be to zoom in on the artwork, and if it still appears smooth, it is more than likely a vector file.

### Raster Art

Raster artwork is generally anything produced in Adobe Photoshop, and has an extension of .jpg, .tif, .bmp, or .psd. If your artwork looks "jagged" when zoomed in on, it is more than likely a raster image.

## Upload the File

### FTP

<http://ftp.splashevents.com>  
Username: splashdrop  
Password: guest

### EMAIL / DVD / CDS

We accept files via CD and DVD, and under certain circumstances, by email. Please contact your account manager for questions.