

preferred file formats



illustrator
.ai or .eps



photoshop
.psd



indesign
.indd or .idml

please provide native art files
please submit any art questions to:
graphics@nimloknorth.com

scale & resolution:

- please design and submit art at 100% final print size with proper proportions.
- raster images must be no less than 100ppi at 100% final print size.

color & matching:

- all color matching must be done using pantone solid coated swatch library pms colors.
- always specify if pms colors need to be matched.
- all non-pms files must be submitted as cmyk (swop profile). cmyk is not guaranteed to match.
- to ensure rich blacks (dark as possible) use mixed cmyk values.
- when matching color, finish, or sizing to an existing graphic, that existing graphic must be provided.
- color blends, shadows, and gradients should be created in photoshop to avoid banding.

text & fonts:

- text must be no smaller than 0.5".
- all text must be converted to outlines.
- fonts must be provided for files without font outlines or if revisions are requested.

images & logos:

- logos should be in a vector format such as .ai or .eps for the best results.
 - images and logos must be properly linked and packaged with the native art file.
- all orders include 15 minutes of complimentary design time, \$120/hour for anything after.

upload instructions:

please reference your order number or quote number in uploaded files and email communication.

zipped or compressed files should include:

- native art file (see above)
- low resolution .pdf preview of finished art
- folders with all fonts and linked images

upload zipped files to: <https://spaces.hightail.com/uplink/nimloknorth>

files copied to disks or flash drives can be sent to nimlok north.

please inform your point of contact when art has been uploaded or if you have any questions.