

# F R E E M A N

## CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass this information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to insure accurate color reproduction.

### Please provide the following when submitting art

#### Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:

- 300 dpi resolution at a size of 8 x 10 inches (higher resolution files will result in improved final product)

#### Minimum requirements for final artwork that Freeman will reproduce exactly as provided:

- 100 dpi resolution at full size of actual finished product

#### Minimum requirements for both:

- All related PMS and/or CMYK color codes (If submitting CMYK values, please supply accurate color swatches)
- Accurate color proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths

## Acceptable Software File Formats

We are capable of working with both PC and MAC based software, and can accept art created with the following software (listed in order of preference):

ADOBE—Illustrator, InDesign, and Photoshop  
COREL DRAW  
QUARK XPRESS

Files should always be saved in their native format. Please include all fonts and images.

## Acceptable File Types

Files that Freeman **can use** in order of preference, include:

EPS and AI (especially when submitting logos)  
TIF (especially when submitting photos)  
JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:

GIF files  
Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types  
Self-extracting files, such as EXE or SEA files

### Submit Artwork to:

Jack Padgett, Graphics Manager | Freeman | 8801 Ambassador Row | Dallas, TX 75247  
Questions? Please call 214-267-5812

## FTP Information

Please contact your Account Executive, for the password and a link to our site.

## Samples

### Acceptable Logo Artwork:



EPS Vector File

### Not Acceptable Logo Artwork:



GIF File

### Acceptable Photo Artwork:



28mb TIF file

### Not Acceptable Photo Artwork:



8k GIF file

## Ways to Send Artwork

Artwork files that are of acceptable resolution as listed will typically be too large to send via e-mail. Files should be sent via overnight delivery on either a CD-ROM or a DVD. A printed hard proof needs to accompany the files.

Files may also be posted to Freeman's FTP site, however a hard copy proof and backup of the files on CD/DVD are required!

If you have any additional questions concerning file make-up, logos, resolution, etc. you may also contact the Graphics Manager listed on the left.

Please visit us at:  
[www.freemanco.com](http://www.freemanco.com)

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