



Guidelines for Preparing Digital Files

The SIF Technology Corporation Guidelines for Preparing Digital Files was created to provide customers with the information they require to insure that they submit digital artwork to SIF Technology Corporation in a fashion as to insure that the artist's or designers intent will be accurately recreated.

For Photographers

When capturing an original piece of art for reproduction [and this includes any fabric design, Oriental rug design, or any image, design or color that is to be reproduced on leather] it is important to include a baseline, or color standard, so that the reproduction on leather matches the original as closely as possible.

If you are not using a professional 'product shot' photographer to capture the digital images you want replicated on leather, which is highly recommended, you will need to have a complete understanding of this document and what is required.

Here are two resources to help with the issue of quality capture.

ColorChecker Chart. http://www.xrite.com/product_overview.aspx?ID=820

The ColorChecker Chart is a checkerboard array of 24 scientifically prepared colored squares in a wide range of colors. Many of these squares represent natural objects of special interest, such as human skin, foliage and blue sky.

These squares are not only the same color as their counterparts, but also reflect light the same way in all parts of the visible spectrum.

Because of this unique feature, the squares will match the colors of natural objects under any illumination and with any color reproduction process.

The ColorChecker Chart provides a non-subjective standard of comparison to help determine the true color balance of any color rendition system. It provides the needed standard for comparing, measuring and analyzing differences in color reproduction in various processes, thereby avoiding costly mistakes.

This should be used in capturing all art work and product shots depicting images or designs/colors to be reproduced on leather. This will allow us to get accurate color matching.

Gray Card. There is another option to ColorChecker that you may want to consider. A Grey Card which is a product that can be found at <http://www.rawworkflow.com/whibal/>



File Formats supported:

The SIF Technology Corporation accepts the most popular file formats employed by industry standard desktop publishing, image creation and illustration programs. Any program used to create files and images for SIF Technology Corporation submittals should be created using the most current versions of the software vendor's offering as older versions can cause final output to differ from the artist's intent. SIF Technology Corporation uses the most current versions of Adobe Illustrator, Adobe Photoshop and Adobe Distiller.

SIF Technology Corporation accepts EPS, PDF, and TIFF formats. Please avoid file formats such as GIF, PICT, BMP as these formats are not intended for the printing environment. Programs such as Word, PowerPoint and Publisher are not usable.

In addition:

- Native File Format should be included with all submissions in the event that editing of the file is necessary. For example a Portable Document Format file [PDF] saved using Adobe Illustrator CS3 should also be accompanied by a copy of the original Adobe Illustrator [AI] file.
- Files that contain layers should be flattened.
- If a PDF file is submitted it will be printed as is as there is little ability to edit or correct this type of file.
- PDF files should be saved using the PDF X-1a specification.
- PDF files should be saved as single pages.
- PDF files should have all of the fonts and high-resolution images embedded in the page file.
- When using Corel products a color proof marked up for intent is required due to possibility of color inaccuracy in the files.

Output Size:

All files should be submitted at 100% of their output size. For example if the graphic is intended to be 5" x 6", that is the size that should be submitted.

Color Requirements:

SIF Technology Corporation supports both CMYK and RGB workflows along with the ability to produce spot (Pantone Matching System) colors.

In order to create accurate output:



- Customers should expect the color output from SIF Technology Corporation to closely simulate the original image or in-house proof. Due to the differences in inks used throughout the printing and digital imaging industry, the customer should expect a variance to the intended color.
- Monitors and desktop printers should be calibrated as the ones commonly used in the design process are rarely as accurate as the high-end output devices in use by SIF Technology Corporation.
- Files should be created as either all CMYK (process color) or all RGB color. Combining the two color spaces in the same document can lead to unpredictable results.
- Spot colors or Pantone Matching System colors should be used consistently in a document.
 - For example: Pantone 300U and Pantone 300CV are two different colors as one is intended for uncoated stock and the other is intended for coated.
 - Color names should be consistent throughout the document, including images or graphics imported from another program.

Current [not dated] Pantone Matching System color books should be used as a guide for color. To ensure an accurate color/image match, SIF Technology Corporation requires the customer to submit current Pantone Matching Systems color chips for the colors to be reproduced. This is important as Pantone Matching Systems books can differ significantly and older books or chip sets can become inaccurate.

Note: Output at SIF Technology Corporation is produced using very high end, photographic, eco solvent ink, inkjet printers. These printers have very high gamut capabilities and are capable of reproducing most spot and Pantone Matching System colors; however, these colors are converted from the spot color to the closest color that the printer's inks can reproduce by using ICC profiles. In most, but not all, the Delta-E variance will be visually undetectable to the viewer.

Fonts:

In order for fonts to print correctly, fonts should be:

- Embedded in all file formats
- From the same manufacturer [name and version]
- Included with the job at the time of submission to SIF Technology Corporation

Postscript Type 1 and True Type fonts are preferable fonts and choosing fonts created by them will render the best results.

- Macintosh users should provide both printer and screen fonts.
- Windows users should submit both .pfm and .pfb files with each job.
- Fonts created in a vector illustration program should be converted to outlines to eliminate any possibility of a font conflicts during output.



Employing menu stylization to create fonts such as **Bold**, *Italic*, Underline, Outline, etc. should be avoided as these styles are designed for desktop printers and may print inaccurately or default to the standard styles.

Images:

- RGB images should have a profile assigned to them either from the camera or a working space such as SRGB or Adobe RGB
 - To check this, select the Document Profile from the Photoshop Profile pull down menu. If an RGB image is not tagged with a profile it is likely that color correction will be required.
- CMYK images do not need to have a profile assigned.
- Resolutions for images should be at 300ppi at between 80 and 120% of actual size.
 - To verify this requirement, open the image in Adobe Photoshop and under the Image Menu select Image Size; Uncheck the Resample Box and type in 300 in the Resolution Check Box. The actual physical dimensions will be displayed at 300ppi.
- Line art images should be scanned in at 1 to 1 ratio at a minimum of 1200ppi

Compression of images can lead to a decrease in output quality. If compression is necessary use the least amount at the highest quality setting to minimize degradation of the image.

Proof:

- A proof or marked up printout should be included with each job submitted to SIF Technology Corporation.
- Proof should be produced at actual size. If actual size not possible, due to the size of the art to be reproduced, clearly mark the original image's size on the proof in both dimensions.
- Any special instructions should be marked clearly on the proof.
- Spot or Pantone Matching System colors should be indicated and Pantone Matching System color chips attached to the proof to aid in identifying the color desired.

If necessary, a marked up PDF X-1a file can be submitted as a soft proof

Rights Protection:

- SIF Technology Corporation is not responsible for identifying or monitoring copyright compliance. All graphics submitted must be the property of the submitter or be used



by permission or license of the holder of those rights. SIF Technology Corporation will not reproduce copy right protected materials without the written permission of the copy right holder.

➤ SIF Technology Corporation will make every possible effort to assist in the proper submission of files. For clarification, information or assistance about submitting files, please call prior to submission so that delays in processing can be avoided.

➤ In the case that SIF Technology Corporation identifies a problem with a submitted file the customer will be contacted so that the correction can be made. Files can either be resubmitted with the recommended corrections or corrected by SIF Technology Corporation for a fee.

Checklist for File Submission:

- ✓ Is the file format Tiff, EPS or PDF X-1a?
- ✓ Is a copy of the native file included?
- ✓ What is the size of the intended out-put and is the file at 100% of that size?
- ✓ What is the color space of the document and all of its imported images?
 - CMYK
 - RGB
 - Spot or Pantone Colors
- ✓ Have fonts been included, embedded or converted to outlines?
- ✓ Are RGB images tagged with ICC profiles from their source or SRGB/Adobe RGB?
- ✓ Do images contain 300ppi at their output size?
- ✓ Is Line Art at a minimum of 1200ppi?
- ✓ Is the image compressed?
- ✓ Has a marked up proof for color and intent been included with the file?
- ✓ Have special instructions, Pantone chips and other information been included?
- ✓ Has the creator of the art's contact information been included in the case there are questions about the file?
- ✓ Do you have permission to use all of the art/images included in the file?

How to get help

- If you need help before, during or after a project is completed, simply contact SIF Technology Corporation or your representative to be put in touch with one of our pre-press professionals. We will be pleased to answer your questions and help guide you through the submission process.



Terminology:

File Format – a file format is the type of file that is saved from a program such as Adobe Illustrator or Photoshop. The most common types of formats used in the graphic arts are .eps, .tiff and .pdf. There is also the native format that each of these programs saves such as .ai from Illustrator and .psd from Photoshop.

PDF X-1a is a standard format for PDF files to be submitted for graphic output and aids in ensuring that the file is prepared and saved correctly for high quality output.

CMYK – Standard color space for output files made up of cyan, magenta, yellow and black

RGB – Standard color space for input files captured by a scanner or digital camera

Spot Color – term used to describe a color that is intended to print using a separate ink. Pantone is a type of spot color. Naming is very important when using spot colors as syntax is important.

Fonts – fonts are different styles of text used in graphics programs.

Line art – this is a term to describe black and white line drawing images that have been scanned or captured using a digital camera system. Due to the high level of detail this type of image requires a very high resolution to output sharp and clean.

Vector – vector art is digital art created from line segments in programs such as Adobe Illustrator. This type of art is typically saved in an .eps file format. Resolution is not required for this type of art as it can be scaled up or down without degradation of quality.

Raster – A raster file is typically an image file such as a digital camera capture, a scan or a file created in a painting program such as Painter. This type of file is resolution dependent for quality. To ensure quality the file should have 300ppi at the actual size it is to be output.

Proof – A proof is a printout or digital file that shows the designer or artist's intent. Items such as colors, special instructions and fonts used are viewed on the proof and compared to the digital file to ensure that the file and its output match.

Copy Right – A copy right is a legal term that gives the creator of art the rights to that art so that it cannot be reprinted or copied in any way without the written permission of the artist.

Image Compression – due to the large size of many images digital compression is used to decrease the size of these files. The most common form of compression is .jpeg. Each time a image is compressed it is possible for that image to lose a level of quality. In the case of .jpeg the level of loss can be selected. Another form of compression commonly used is LZW which produces a minimum of image quality loss.