

Display Graphics Quick Setup Guide



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Technical Data Sheet

To ensure top quality and avoid delays, please observe the following when setting up files for display graphics:

Photos

- Photographic images need to be at least 150 ppi at final size. (100 ppi will work for very large graphics that are viewed at a distance)
- Do not use images larger than 305 ppi at the final size.
- Photographic images need to be in Adobe 98 RGB color space. (There is an \$10 charge for each CMYK raster image that must be converted to CMYK files to RGB.)

Fonts

- Send both printer & screen fonts or save fonts in outline form.

Spot Colors & Blends

- Specify spot colors as Pantone Process Coated numbers. Do not use CMYK values.
- Blends should be done in Photoshop. Blends created in Quark or Illustrator can cause unexpected results.

Programs Supported

- Freehand, Illustrator, Quark, Pagemaker, PhotoShop, InDesign.
- When using Quark, prepare the file at no less than ¼ final size. (Files less than ¼ size will have to be reconstructed at customer expense. This typically costs \$25 - \$100 depending on complexity.)
- Make sure Illustrator 9.0, 10, and CS files are flattened.

Hard Copy

- Always enclose a hard copy so we can check the final results against what you expect to see. If no proof is enclosed please allow an extra day for a .pdf proof to be sent to you. There is a \$10 charge for .pdf proofs.

FTP Transfer

- Go to www.RobinImaging.com
- At the bottom of the page click on “Place your orders with us using our [FTP](#)”
- On the next page click on “Send a file via [FTP](#)”
- You may have to click refresh on the next screen.
- When sending files use the user name “airport” and password “graphics”

Questions

For more detailed information go www.RobinImaging.com and see data sheet TDS003 “Display Graphics Detail Set-up Guide” or call Joy Smith (866) 381-5116 x117.