

# Arc Header Graphic Specifications

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Color mode should be CMYK

Resolution should be 100-200 dpi at final size

Files should be built at 25%, 50% or 100% to scale

1/4" bleed at 100%

All fonts should be converted to outlines or included

Printed layout or PDF file **must** be included

We recommend all text/logos be created or placed as "vector" art

Specify all critical colors as PMS colors from the available swatch pallets (if building in Photoshop, please send original .psd file so we can edit colors if needed)

When using Illustrator, link all photos or images. Do not embed images

Linked photos or images should be saved as .tif or .eps

We can accept files created in:

Adobe Illustrator

Adobe Photoshop

Quark Xpress (Mac Only; export/save PC files as .eps files)

Files can be uploaded to our FTP site (call for info), sent via email (under 10mb only) or sent on a DVD, CD or Zip disk

