

# Artwork Guidelines

## FILE SUBMISSIONS:

Online Uploads: Please visit [www.upload.ferrari-color.com](http://www.upload.ferrari-color.com) to access our File Uploader. You'll be asked to select your Account Manager and provide information about the project.

You can also submit files by the following:

- WeTransfer
- Dropbox
- CD-ROM
- DVD
- USB Flash Drive

## BLEED:

Use the following guidelines when determining the bleed for your project:

- **General Projects:** 1/2" on each side
- **Vehicle Wraps:** 3" on each side
- **Stretch Frames:** Bleed must be the depth of the frame.

## PDF PROOFS:

Providing Ferrari Color with a PDF proof of your project helps us identify the contents of your files and gives us a way to ensure and check for any errors that may occur during file transfer. Please make sure the proofs are proportional for final output size.

## IMPORTANT NOTES:

- **Email your Account Manager or Project Coordinator after you've uploaded files to make sure they are aware of the incoming project.**
- For the most timely and accurate production, please include all links to your artwork, fonts and images.
- Backup your files before submitting them for production. Do Not submit your only copy of a file
- Files needing modifications or formatting can cost an additional fee and add time to your project completion date.
- Please review digital files and order confirmation carefully.

## IMAGES:

- Always include all necessary images with your files when submitting artwork. Images should not be embedded into the file.
- Native formats for links are always preferred (.ai, .ind, .psd) with all support files included
- Vector based files can scale to any size without image deterioration and are ideal for wide-format projects.
- Obtain copyrights to any images you are submitting with your project.

## LOGOS AND LINE ART:

All line art and logos should be submitted as vector artwork. Native formats for links are always preferred (.ai, .ind, .psd) with all support files included (.png, .jpg and .gif files are not recommended).

## RECOMMENDED SOFTWARE & SUPPORTED FILE TYPES:

### Adobe Illustrator (.ai)

- Artboards: Multiple artboards can be used to create multi-page files. Please use discretion as the file sizes increase with each artboard.
- Layers: Designing your file with layers can help minimize pre-press prep time.

### Adobe Photoshop (.psd, .psb)

- Layers: Layers are created automatically as you add more elements to your artwork, please do not flatten your artwork in Photoshop before submitting files.
- Paths: Use paths anytime you are wanting to define a certain area, or your file will require contour cutting or cropping.

### Adobe InDesign (.indd, .inx)

- Use the FILE>PREFLIGHT and FILE>PACKAGE options for easy portability

### Other Supported File Types

.eps, .pdf, .tif, .jpg

## RESOLUTIONS

### Large Prints (Over 35 sq. feet)

- Lambda: 75-150dpi
- Roll to Roll: 50-100dpi
- Flatbed: 50-100dpi
- Billboards: 20-50dpi

### Small Prints (Under 35 sq. feet)

- Lambda: 150-250dpi
- Roll to Roll: 75-150dpi
- Flatbed: 75-150dpi

## FONTS:

Include all necessary fonts with your files when submitting artwork. Outline all fonts prior to submission to limit production delays. Also, use the actual Bold or Italic font instead of selecting "bold" or "italic" from the applications style menu.

## COLOR MATCHING:

Our printers use CMYK inks, Ferrari Color matches to PMS (Pantone) colors to ensure the best possible color.

- We do accept CMYK, RGB, Duotone, Grayscale or Bitmap.
- Native formats are always preferred (.ai, .ind, .psd) with all support files included (.png, and .gif files are not recommended).
- Do not convert any color profiles, we will handle all conversions onsite.
- When requesting a PMS color match, you must create your file with the necessary color.
- Please specify both beginning and ending PMS colors for any gradient blends.
- If you cannot supply a PMS color, please provide a physical sample for us to match.
- Extensive color matching can cost an additional fee and add time to your project completion date. Talk to your Account Manager beforehand to get a quote and discuss timeline concerns.