



# DIGITAL REQUIREMENTS

## PRINT AND ADVERTISING

### • For Use In Printed Marketing Materials:

#### **Line art** (vector files)

CMYK format with all fonts turned to outlines. Any dimension is acceptable. *AI or EPS files only.*

#### **Photos:** (raster files)

RGB format only and 300 dpi min. with 4" x 6" or larger size. File must be in native format and not previously formatted for web use. *PSD or JPG files only.*

Black and white files saved as GREYSCALE only.

#### **Copy:**

All text should be submitted in either MSWord (.doc or .docx) or a text file (.txt). If special formatting is required (such as bold, underline, italic), kindly also submit a low-resolution PDF of the document for viewing purposes.

### • For Use in Printed Advertisements:

#### **Line art** (vector files)

CMYK format with all fonts turned to outlines. Any dimension is acceptable. *AI or EPS files only.*

#### **Photos:** (raster files)

RGB format only and 300 dpi or higher with 8" x 8" or larger size. File must be in native format and not previously formatted for web use. *PSD or JPG files only.*

Black and white files saved as GREYSCALE only.

**We can accept artwork created in the following softwares, as noted for each project type listed here:**

Adobe Suite CS5 which includes *Illustrator, InDesign, Acrobat and Photoshop*. Previous versions back as far as Suite CS3 are also acceptable. We can accept copy/text in MSWord and MSPowerPoint.

*If your files are formatted in MSPublisher, CorelDraw, AppleWorks, PageMaker, Quark or IWorks – Call for assistance.*

Please send no TIFF, BMP or PNG files for any project.

### • For Use in Billboards and Large Signage:

#### **Line art** (vector files)

CMYK format with all fonts turned to outlines. Any dimension is acceptable. File should not have embedded photos within it. *AI or EPS files only.*

#### **Photos** (raster files)

RGB format only and 1200 dpi minimum with dimensions at least 1/2 the size of the determined actual outer dimensions of the billboard. File must be in native format and not previously formatted for web use. *PSD or JPG files – PDF in final format, high quality resolution, saved in exact dimension of billboard at 1200 dpi or larger.*

### • For Use on Merchandise/Embroidery

#### **Line art** (vector files)

CMYK format with all fonts turned to outlines. Any dimension is acceptable. File cannot have embedded raster objects within it (photos). *AI or EPS files only.*

#### **Photos** (raster files) **Call for assistance.**

- *All color vector content should be in CMYK mode unless Pantone colors are required for branding purposes.*
- *All BW content should be saved as "greyscale."*
- *Do not apply crop or registration marks, bleeds or notations on any files.*
- *All images should be minimum 300 dpi and submitted in the file formats recommended here.*
- *Bitmapped or website images and logos are **NOT** acceptable for print projects.*
- *Submit to us using our FTP (below, preferred), on a CD, or via email to your account rep. Include contact info.*

**Positive Impact Partners is not responsible for printing errors occurring from low quality images or scans.**

**CALL FOR OUR FTP LOGIN WHEN MATERIALS ARE READY.**



# DIGITAL REQUIREMENTS

## WEB, VIDEO, PRESENTATIONS AND SOCIAL MEDIA

### • Photos and Logos For Use in Web Sites or Email Messages:

#### **Line art** (vector files)

Raster art is preferred in JPG format and RGB colors. Call for assistance if needed.

#### **Photos:** (raster files)

Color RGB format and 200 dpi or higher at a minimum of 300 pixels on the longest side. *(Photos to be used as large view or motion applications should be 300 dpi or higher and 600 pixels minimum on the longest side.)*

Black and white files saved as GREYSCALE only.

Files must be in native format and NOT previously formatted for web use.

#### **ACCEPTABLE FILE TYPES:**

PS, JPG. **No PDF except for viewing purposes.**

### • Photos & Art For Use in Slide Presentations:

#### **Line art** (vector files)

RGB format with all fonts turned to outlines. Any dimension is acceptable. *AI or EPS files only.*

#### **Photos:** (raster files)

Color RGB format and 72 dpi or higher. No larger than 7" on longest side.

Black and white files save in GREYSCALE only.

Files must be in native format and NOT previously formatted for web use.

#### **ACCEPTABLE FILE TYPES:**

PS, JPG. **No PDF except for viewing.**

### • Photos and Logos For Use in Social Media:

#### **Line art** (vector files)

RGB format with all fonts turned to outlines. Any dimension is acceptable. File cannot have embedded raster objects within it. *AI or EPS files only.*

#### **Photos:** (raster files)

Color RGB format only and 72 dpi or higher at a minimum of 300 pixels on the longest side.

Black and white files saved as GREYSCALE only.

Files must be in native format and NOT previously formatted for web use.

#### **ACCEPTABLE FILE TYPES:**

PS, JPG. **No PDF except for viewing.**

### • Video:

Have your videographer set up your movies for the required end use and sent to us directly. This will insure that the file size and other parameters are correct. Send via our FTP (see page one) or on a DVD disk.

*Please don't hesitate to phone us with any of your formatting questions. We're happy to assist you in getting the best quality production possible!*

#### **Positive Impact Partners**

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EVENTS • PROMOTION • MARKETING • WEB  
PUBLICITY • MERCHANDISE • ADVERTISING

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**WE'RE ON YOUR TEAM**