

Hello & Welcome

In the Digital Imaginarium™ our goal is to produce the highest quality digital print for our customers. These guidelines are provided to assist you with creating the best artwork possible to achieve these quality digital results.

Media Files Accepted

- Adobe Photoshop (.psd or .tif)
- Adobe Illustrator (.ai or .eps)
- Adobe InDesign (.indd)
- Adobe Acrobat (.pdf – uncompressed)
- CorelDraw (.cdr)
- Macromedia Freehand MX (.fh)

Other file types may be accepted (transparencies, original artwork, high resolution scans), please check with our digital team at digital@dlcouch.com.

File Set Up Requirements

We recommend using Photoshop or Illustrator as a primary layout program.

- Artwork setup in CMYK color mode
- File(s) should be between 75-150ppi at final output size
- Fonts should be embedded or converted to outlines – if not, please package fonts with file
- All art elements should be embedded or packaged with the file
- Indicate scale at which art is created (if applicable)
- Purge all unused elements or layers from files to reduce the size
- Include a minimum 2-3” bleed on all sides
- Provide low res PDF for printer preview purposes

File Set Up Layout Example



- bleed (allows extra material for installation)
- trim size (wall size)
- images (images within the file)

Additional charges may apply if files are not set up to above specifications or if changes are required to output files. D.L.Couch is not responsible for proofreading customer supplied copy.

File Submission Methods

- CD Rom
- DVD Discs
- Flash Drives

Mail To:

D.L.Couch Digital Imaginarium
ATTN: Name of Contact
499 E. County Rd. 300 South
P.O. Box 570
New Castle, IN 47362

Alternate Sending Methods

- DLC Website – digital Imaginarium™ (submit images section)
- Email (5MB or less)
digital@dlcouch.com
- DLC Serv-U link (email us for link)
- 3rd Party Sites Such As:
www.yousendit.com
www.dropbox.com
www.dropsend.com

IMAGE RESOLUTION & COLOR REQUIREMENTS

- File(s) should be between 75-150ppi at final output size.
- To achieve best results all images within the file should be at the same high resolution. If uncertain about image resolution, please contact our digital team for assistance. *See also, Image Resolution PDF.*
- Provide color proofs if critical color match is required. If PMS colors are within 4/c process file, indicate each PMS color used. *Not all PMS colors match using 4/c process.*

*Questions, regarding any of the above information please contact our Digital Imaginarium team at, digital@dlcouch.com or through our customer service team at **800.433.0790**. Additional information can also be found at D.L.Couch.com.*