



CEI Graphic Guidelines

Accepted Graphic Applications

- **Adobe Creative Cloud or earlier**
(Illustrator, Photoshop, InDesign)
- **Adobe Acrobat XI or earlier**
(limited file manipulation)

Please always remember to save files in their native (original) format and be sure to include all linked files.

Accepted File Formats

- .eps (Encapsulated Post Script)
- .ai (Adobe Illustrator)
- .pdf (Adobe PDF, Illustrator, Photoshop)
- .psd (Adobe Photoshop)
- .jpg (High Resolution JPEG),
- .tiff (High Resolution TIFF)

Accepted File Resolution*

- 100dpi / full size.
- 200dpi or higher / at half size
- 400dpi or higher / at quarter size

* *Thumbnail sized JPGs or images taken off general websites are not at a high enough resolution to be used on large prints.*

Color

- Either CMYK or RGB is acceptable. Our printers are CMYK*, but can produce quality prints from RGB.
- Reference PANTONE + Solid Coated for all critical colors
- Do not embed color profiles
- If color match is not specified, CEI can not guarantee color output.**

* *100% reproduction of defined colors is not possible. Differences between colors in the printed and original file can occur at many different stages. Colors will often appear different when viewed on two different monitors or output devices. Without accurate color information, we have no way of ensuring that expected colors will be achieved.*

***PROVIDE printed color sample for color matching if no Pantone color is referenced.*

Gradients

- White Gradients printing on clear material: For best results, these should be built as a vector file. Please use a spot color (Spot 1), which would be 100 magenta to represent white.
- All other gradients are best built in Photoshop, for less banding and a more seamless gradient.

Fonts

- Include all fonts with files, or change to outlines
- If using Windows programs, please convert fonts to outlines.

Bleeds

- 2" for Fabric graphics and Banners
- 1/2" for all other graphics.

(NOTE: A vector die guide must be built using Adobe Illustrator. If vector die guide is drawn in Photoshop, please export paths to Illustrator.)

Vector Files

These files are line art, scalable to any size and never lose resolution, the image will stay clean and crisp. Vector files are .eps, .ai or an editable .pdf. Vector files can be submitted at any size proportionate to the graphic size, please be sure to note the scale when submitting the art.

Raster Files/Images

These files are pixel-based images, so when the image/file is enlarged it may become blurry/pixelated if the image/file is not high resolution.

Raster vs Vector & Outline Text



Adobe Photoshop

- Layered files are preferred.
(to enable editing for color matching and/or changes).
- Files should be at 100 DPI at FULL SIZE. If not full size please refer to the **Accepted File Resolution** list.

Adobe Illustrator

- Do NOT embed placed images
- Send linked images
- Use spot colors from PANTONE + Solid Coated library
(See * and ** under Color section)

Stock Photos

- When using stock photography images, be sure to purchase the highest resolution version.

Unacceptable Artwork Includes

- PowerPoint Presentations
- Microsoft Word
- Photocopies
- Faxes
- Letterheads
- Business Cards

(NOTE: If necessary, file conversion, retouching, cloning or color correcting will be charged additional labor.)

Sending Your Files

- Email (under 10 MB) to your Account Manager
(NOTE: Compress files before sending.)
- WeTransfer: <https://cei-gsuploads.wetransfer.com/>,
Dropbox: ceidropbox@ceilink.com
- FTP - For large graphic uploads or downloads it is highly recommended that you use a dedicated FTP program
- If you would like to send your files by mail please make arrangements with your account manager.