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# Digital File Preparation

General Guidelines

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## Digital File Prep General Guidelines

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It is important to understand that regardless of how well your files are set up, KVO will typically need to manipulate them for the particular manufacturing process being used. These guidelines, therefore, outline general issues only. It is always advisable to call us prior to setting up your files in case there are more specific details that need to be addressed. It is also important to understand that KVO offers several different sign products, and that there can be differences to consider for each. Again, a simple phone call can go a long way to ensure that your files are set up in a manner that will minimize the amount of work that KVO will need to do to your files prior to the manufacturing process. In any case, KVO will provide the appropriate proofs (as outlined in your quote) prior to manufacturing. These guidelines will be updated as necessary when new information becomes available.

### Supported Media

KVO accepts CDs and DVDs or can retrieve files from your company's FTP Server. Note to PC users on older systems: KVO Industries is a Macintosh environment, so please use the Hybrid ISO option or other multi-platform preference when writing CDs. If you are unsure of which option to use please call us before proceeding.

### Supported Applications

The vast majority of files we receive are created in either Adobe Illustrator, Adobe Photoshop or Adobe InDesign, we also receive some files created in Macromedia Freehand and QuarkXpress, which are all acceptable. Due to diminishing support for Pagemaker and CorelDraw, KVO prefers that our clients using these applications export their files to another file format (usually .EPS or .PDF). AutoCad, Microsoft Word and Powerpoint files are unacceptable for professional output and other options need to be explored. Please contact KVO to discuss the best format for your particular project.

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## Digital File Prep General Guidelines cont.

**Document Set-Up** When possible, please set up documents at full size. If this isn't possible set them up at either 50% or 25%. Do not embed raster files; this hinders our ability to ensure proper output resolution and to correct color. It is important to consider how the final product will be installed to ensure your files are set up properly. For example, if your sign is to be mounted into a frame, it is important to know how much of the sign will be covered by the frame so that graphics are not covered. In this case, problems can be eliminated if the "visible opening" and actual panel dimensions are properly identified. If unsure, please contact KVO before sending your files.

**Collection and Delivery** When collecting documents for delivery to KVO please make sure to include all files and fonts (both display and printer fonts) linked to each document. Include a hard copy output of each document being printed, it is helpful if the provided layouts are color accurate. Please provide a cover letter with your current contact information, any relevant notes, and a reference to your quote number.

**Color** KVO uses a number of different processes to provide our clients with the final product. Each of these processes handles color in its own unique manner. For this reason we recommend that you use the Pantone Coated Library when specifying colors for your project. If you have used custom colors to create your documents we require a hard copy proof to match to. In either case we will provide you with the best possible color match available; in most cases this is nearly identical. However, depending on the manufacturing process used, there can be certain color limitations. After reviewing your files, KVO will determine if there are any color concerns and will discuss them with you.

**Fonts** Use Postscript fonts when possible. Do not use application based style attributes, such as "bold" or "italic"; use actual bold or italic fonts. Again, remember to include all fonts (both display and printer fonts) with your files. **Note to PC users:** If you are using an application that allows you convert fonts to artwork, doing so will eliminate font conflicts with the Mac OS.

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## Digital File Prep General Guidelines cont.

**Raster Images** If you are placing gray scale, color, or bitmap images in a vector drawing application (Illustrator, Freehand etc.) or page layout application (Quark, Pagemaker etc.) save raster images as EPS, TIF or PSD files, please do not use the LZW compression option when saving TIF's. Do not embed raster images in your layout. If your entire layout is being executed in Photoshop please provide KVO with a layered native Photoshop file if possible. Do not convert duotones, monotones, quadtones etc. to either RGB or CMYK, leave them as spot colors and make sure to use the Pantone coated library when selecting these colors. All raster images should be at, or near 300 DPI when scaled to their final output size. If this is a burden on your computer, many large files will produce good results at 200 DPI. Please remember to take into account any scaling done in your layout application when determining final output resolution. Remember, JPEGs and GIFs are not designed for printing and even if converted to a printable format the final results can be severely compromised.

**Scanning** If you prefer to scan your own images, please make sure that you use the appropriate resolution for the manufacturing process being used. The quality of scanned images not produced by KVO cannot be guaranteed. KVO offers professional scanning and placement at very competitive prices.

**For more information:** For more information about our File Preparation or any of our other products or services please contact KVO Industries at:

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