FREEMAN

CUSTOMER GUIDELINES FOR SUBMITTING GRAPHICS ARTWORK

Our desire is to provide you with the best possible quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. If you are sending us completed, print-ready files, please pass this information on to your graphics designer. Two overall considerations for submitting acceptable artwork involves proper resolution or size of the file to avoid poor quality images, and proper color matching information and proofs to insure accurate color reproduction.

Please provide the following when submitting art

Minimum requirements for original artwork, such as logos, when Freeman is providing design and layout:
- 300 dpi resolution at a size of 8 x 10 inches
  (higher resolution files will result in improved final product)

Minimum requirements for final artwork that Freeman will reproduce exactly as provided:
- 100 dpi resolution at full size of actual finished product

Minimum requirements for both:
- All related PMS and/or CMYK color codes (If submitting CMYK values, please supply accurate color swatches)
- Accurate color proof print of artwork
- Contact name, phone number and e-mail address of art creator if applicable
- If submitting a "vector" type file, include all fonts, or convert fonts to outlines or paths

Acceptable Software File Formats

We are capable of working with both PC and MAC based software, and can accept art created with the following software (listed in order of preference):

ADOBE—Illustrator, InDesign, and Photoshop
COREL DRAW
QUARK XPRESS

Files should always be saved in their native format. Please include all fonts and images.

Acceptable File Types

Files that Freeman **can use** in order of preference, include:
EPS and AI (especially when submitting logos)
TIF (especially when submitting photos)
JPG (provided resolution is high enough for photo images; not recommended for logos)

File types that Freeman **cannot use** to reproduce high quality graphics include:
GIF files
Microsoft Office software files such as Word (.doc), or PowerPoint (.ppt) file types
Self-extracting files, such as EXE or SEA files

Submit Artwork to:
Hope Humphries, Operations Manager| Freeman | 61 Brown's Line | TO, ON M8W 3S2

Questions? Please call 416 -252-3361

Samples

Acceptable Logo Artwork:

FABRICSOLUTIONS®
By Freeman

EPS Vector File

Not Acceptable Logo Artwork:

FABRICSOLUTIONS
By Freeman

GIF File

Acceptable Photo Artwork:

28mb TIF file

Not Acceptable Photo Artwork:

8k GIF file

Ways to Send Artwork

Artwork files that are of acceptable resolution as listed will typically be too large to send via e-mail. Files should be sent via overnight delivery on either a CD-ROM or a DVD. A printed hard proof needs to accompany the files.

If you have any additional questions concerning file make-up, logos, resolution, etc. you may also contact the Graphics Manager -
Hope Humphries - 416-252-3361 ext 246.

Please visit us at:
www.freemanco.com

06/07