

# DIGITAL FILE MISTAKES...

Improperly named files  
Improperly formatted files or media  
Missing or wrong fonts  
Banding on gradients built in PhotoShop  
Poorly-sized files  
Inadequate bleed

## ...AND FIXES!

**PLEASE USE THE ELECTRONIC FILE GUIDELINES  
WHEN SENDING ANY ELECTRONIC FILES TO US.**

**This will help avoid delays in the production schedule of your project!**

### **Improperly named files:**

Please name files so they are understandable. Keep file names under 13 characters. Do not include spaces or symbols except for periods (.) or underscores (\_).

### **Improperly formatted files or media:**

We will make our best efforts to read the media you send us. However, improperly formatted files and media will likely cause a delay in production.

### **Missing or wrong fonts:**

All fonts (screen and printer fonts) used in your project must be included with the project. DO NOT USE the style options bold, italic, shadow or outline effects within any layout program.

### **Banding on gradients:**

Gradients built in PhotoShop will show a banding pattern. Please add a .2 Gaussian Blur to any gradient you send to us.

### **Poorly-sized files:**

Keep image sizes between 75% and 130% of original size, and make sure each image is a minimum of 305 dpi.

### **Inadequate bleed:**

We require a minimum 1/8" bleed on EACH SIDE of the file.