

# GRAPHICS SUBMISSION GUIDELINES

## RASTER GRAPHICS

**FILES SHOULD NEVER BE LESS THAN 60 OR MORE THAN 150 PIXELS PER INCH (DPI) AT LIFE SIZE (100%)**

**ALL GRAPHICS MUST BE BUILT IN CMYK COLORSPACE**

**72 PIXELS PER INCH (DPI) AT LIFE SIZE (100%)**

**Use this resolution when building files for:**

- Vehicle and Environmental Graphics
- Grand Format Signage (ie: Stadiums, Billboards, Transit etc.)
- Banners and signs (ie: Golf Tournaments, Parties, Fund raisers Etc.)

**100 PIXELS PER INCH (DPI) OR HIGHER AT LIFE SIZE (100%)**

**Use this resolution when building files for:**

- Point of Purchase Displays
- Eye Level Signage (ie: Backlights, Movie Posters, Fine Art, Photography, Food Menus, Small Signs with Fine Text Etc.)

## VECTOR GRAPHICS

Create outlines on all fonts

Save files as .AI (Adobe Illustrator) or .EPS (Encapsulated Post Script)

Files should not contain any rasterized images

If your graphics contain Raster & Vector elements we request that you rasterize all the elements and submit then in our preferred rasterized format (See Below)

## ACCEPTED FILE TYPES

**RASTERIZED GRAPHICS** - Must be built in CMYK and submitted in a .TIFF format with LZW compression, We do accept .PSD (photoshop) files but prefer .TIFF's

**RASTERIZED FILE SIZE** - Most files when saved with LZW should not exceed One Gigabyte. Please consult with our design team if your file exceeds this limit.

**VECTOR GRAPHICS** - Must be built in CMYK and submitted in an .AI (Adobe Illustrator) or .EPS (Encapsulated Post Script) format and be sure to create outlines on all fonts.

**InDESIGN FILES** - We will accept InDesign files but prefer .EPS or .TIFF's. Please contact Customer Service for approval. If you are given approval, then please include all images, fonts and a PDF content proof for reference.

**WE CANNOT ACCEPT:** Graphics in MS Publisher, MS Word, MS Excel, Corel Draw or any other application not compatible with Adobe products.

## CONTENT & MATCHPRINT PROOFS

### CONTENT PROOFS

All graphic files submitted must include a low-resolution PDF content proof of the artwork. (This is extremely helpful for sales and design to have a visual of the graphics)

### MATCHPRINT PROOFS

For all color critical projects you must include a high-quality matchprint of the graphics or request on from bluemia. We will use this as a target for color when printing.

## ACCEPTED LOGO FORMATS (For Event Signage)

**PREFERRED:** Vector format (.AI .EPS .PDF)

**ACCEPTED:** .JPG .TIFF

**WE CANNOT ACCEPT:** Logos in MS Publisher, MS Word, MS Excel, Corel Draw or any other application not compatible with Adobe products.

## COLORSPACE

**CMYK:** (Cyan-Magenta-Yellow-Black) All files must be CMYK

**SOLID BLACK:** To ensure a solid deep black please use a CMYK build of: C=80 M=80 Y=80 K=100

**PMS (PANTONE MATCHING SYSTEM) COLORS:** If your graphics have PMS colors and are color critical please call them out on the content proofs and include or request a matchprint.

## GETTING FINAL FILES TO BLUEMEDIA

**BURN FILES TO CD OR DVD - UPLOAD FILES TO OUR FTP (INSTRUCTIONS ON 2ND PAGE OF THIS PDF) - USB THUMB DRIVE**

**WE ARE HAPPY TO HELP SO IF YOU HAVE QUESTIONS PLEASE ASK . . .**

**WILL MEJIA** EMAIL - will.mejia@bluemia.com  
DESIGN DIRECTOR PHONE - 480-317-1333 (ext. 121)

**BRANDON BOETTO** EMAIL - brandon.boetto@bluemia.com  
PRODUCTION DIRECTOR PHONE - 480-317-133 (ext. 119)



## UPLOADING TO BLUEMEDIA FTP

### FTP UPLOAD

If your file is smaller than 5 MB, we suggest submitting your file directly through EMAIL. If your file is larger than this, you must upload via FTP (File Transfer Protocol).

**FILE SIZE CHECK:** Your file must be under one gigabyte (GB) in size, in either the compressed or uncompressed format. If your file is larger than what our restrictions allow, please split your file into multiple, smaller files before uploading.

There are two methods available for submitting your file via FTP. If you have not used FTP before, we recommend the first option as it's easier to configure.

**Option 1:** FTP your data feed using a windows browser

**Option 2:** FTP your data feed using an FTP program

### [OPTION 1] UPLOAD YOUR FILES USING A WINDOWS BROWSER:

1. Open "**My Computer**"
2. Type **ftp://ftp.bluemia.com** into the address bar and click Enter.
3. You will be prompted to enter your FTP Username: **blueupload** Password: **bluepass** Enter this information and select Log On.
4. Create a folder and name it. Now simply drag and drop your file(s) into your folder(s).

### [OPTION 2] UPLOAD YOUR FILES USING A FTP PROGRAM

To use this method, you will need to have an FTP program, also known as an FTP client, installed on your computer. If you do not already have an FTP client, you can download one from the web. The following FTP clients are free to try. (Depending on your usage, you may have to pay for these programs after your trial runs out.)

#### MAC USERS

Fetch, you can find it at [www.fetchsoftworks.com](http://www.fetchsoftworks.com)

#### PC USERS

**FileZilla**, you can find it at [www.filezilla-project.org](http://www.filezilla-project.org)

**WS FTP**, you can find it at [www.wsftp.com](http://www.wsftp.com)

After you have downloaded and installed your FTP program, you will need to configure it so that you can connect to our FTP server. Your FTP client will need the following settings:

Host name: **ftp.bluemia.com** This is our FTP server where you will send your files

Username: **blueupload**

Password: **bluepass**

Logontype: should be set to **normal**, not anonymous. You may have to change this setting before you will be able to enter your username and password.

**Note:** Other FTP clients will have different interfaces. Refer to your FTP client's documentation for instructions.

### UPLOAD COMPLETE

After you have uploaded your file(s) please send an email with the name of the folder to your point of contact, preferably your sales or customer service representative.

### WE ARE HAPPY TO HELP SO IF YOU HAVE QUESTIONS PLEASE ASK . . .

**DENNIS DINSMORE**  
INTERACTIVE DIRECTOR

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