

# General Graphic Specs

## Contact:

For any questions regarding file preparation, delivery and design, please contact:

Dan Hauswald  
Graphic Production and Design  
Nichols  
dhauswald@gonichols.com  
847.229.9800

## File Delivery:

Please post your files to our FTP site and send Dan an email when the upload has finished.

Alternate arrangements can be made to use webhosting services, or your own FTP.

Please contact Dan beforehand to arrange if sending files via a web service.

Compress folders or large files using ZIP.

## CLIENT SIGN ON INFO:

FTP server address: ftpserver.gonichols.com [Must be accessed with an FTP client]

Username: Nichols Client [Case sensitive, must include the space]

Password: Graphics744 [Case sensitive]

## File Formats:

- Adobe InDesign package (.indd) or Adobe Illustrator (.ai) files are strongly preferred.
- Files accepted up to Adobe CC.
- Raster imagery should be 100-150dpi at final size (200-300dpi at half scale).
- For the most accurate match, please use PMS swatches for matching any critical Pantone colors. (DO NOT convert PMS swatches to CMYK/RGB.)
- For Illustrator, please link any supporting files and convert all type to outlines.
- Raster imagery and non-spot/matched colors for fabric and banner graphics should be CMYK. Detachables, murals, duratrans and some other graphics are printed photographically and should be setup for RGB. If you are unsure which color-space to work in, please don't hesitate to ask.
- PDF files are accepted, but are not recommended, as we cannot make adjustments if needed.
- Photoshop files are not recommended. Any Photoshop links should be placed into Illustrator or InDesign for layout. PSDs/TIFF links should have as many layers merged and effects rasterized as possible. Convert text to shapes. Delete any unused layers.

## Graphic Sizes:

- For large graphics (either dimension longer than 60"), please use 1" bleed all sides.
- For smaller graphics (both dimensions less than 60"), please use 1/2" bleed all sides.
- Graphics for retractable banners require at least 4" of bleed at the bottom for the stand.