



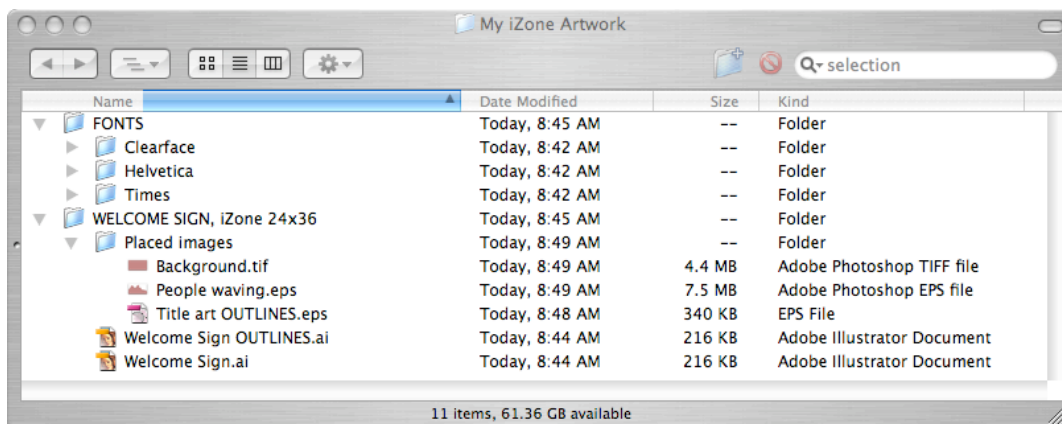
## iZone® Design Guide

### Quickstart Guide

- Standard max panel size: 48"x142". Larger panels available as index-cut multiple panels.
- Recommended design software: Adobe® Illustrator®, Adobe® Photoshop®, Adobe® InDesign®
- Use solid colors for vector files: Pantone® Coated.
- Bitmap color space: RGB or CMYK (tagged files only – see below).
- Bitmap resolution at final output size: 200 dpi for poster size, 50-100 dpi for mural size images.
- Fonts: *Convert to Outline* preferred. Otherwise, include all fonts with the artwork.
- Preferred document scale: Provide layouts at 100% final size. 50% and 25% size layouts are accepted but not encouraged. *Please tell us if you use reduced artwork in the document.*
- Include crop marks and extend any bleeds a minimum of 1/4" beyond the crops. Provide cut lines as shown on last page of this Guide.

### Submitting Artwork

- Label all transfer media (CD, DVD, Zip® Disks) with:
  - Firm and Designer's Name and Address
  - Project Name
  - iZone Job Number (on quote)
  - Software Used and Version Number (e.g., Adobe® Illustrator® 10)
- Include a color print of each iZone panel. Label each print with:
  - File ID
  - Panel Size and Thickness
  - Panel Quantity
- Convert all fonts to outlines. If, for some reason, you must include fonts, copy all into a font folder (see below for PC/Mac font specifics).
- Create a labeled folder for each iZone panel containing all related print-ready graphics. In addition to the layout file, include all placed vector and bitmap images. *Do not embed graphics!*



Example

## Supported Artwork

Although iZone is 100% Mac-based, over half our customers work with Windows-based PCs.

We accept files created in all programs listed below but highly recommend that you submit files in Adobe® Illustrator® or Adobe® Photoshop® for quickest turnaround. Software-specific tips appear below.

- Adobe® Illustrator® (*Preferred*, CS3 or earlier)
- Adobe® Photoshop® (*Preferred*, CS3 or earlier)
- Adobe® InDesign® (CS3 or earlier)
- Macromedia® FreeHand® (MX or earlier)
- QuarkXPress® (Not recommended)
- CorelDRAW® (Not recommended. Convert all fonts to outlines.)
- PageMaker® (Not recommended. Include hard copy check prints with files.)

## Supported Transfer Methods

- CD
- DVD
- FTP (Call for Instructions)

## Fonts

Fonts are the source of the majority of prepress errors and delays and so require special attention.

- Avoid most font problems and *convert fonts to outlines!*
- In all cases, avoid “styling” fonts in page layout software. So, if you require italic text, use an *italic font* rather than choosing *italic* styling in your software.
- If, for some reason, you prefer not to convert to outlines, include all Postscript and True Type fonts used in your layout. *Don't forget fonts that might be embedded in placed graphics.*

## Color Matching

At the heart of iZone's production procedures is a fully calibrated, ICC profile-based color management system. We are confident that our color profiles will print your files in their specified colors.

Our fade-resistant, pigment-based ink formulations and specially treated papers result in long lasting images. However, our proprietary combination of ink and paper produces a color gamut that may be different from your high-resolution desktop prints. If you require matching to an original piece of art or a photograph, please inform us. We will be happy to estimate any additional color correction charges that may be required.

- Vector Files** (*Recommended: Adobe® Illustrator®*): iZone's production system is Pantone® calibrated for vector files. The most predictable results can be obtained from specifying Pantone® Coated Colors. Any other color palette will not match on our system. *Do not specify percentage tints; use the exact spot color. Use a separate spot color for each tint/color you want to achieve.*
- Bitmap Files, a.k.a “Raster Images”** (*Recommended: Adobe® Photoshop® .psd, .tif, .eps, etc.*): Submit scanned images and Photoshop documents in CMYK. Avoid converting color space, and allow file to be tagged for color management (scans are typically tagged: sRGB, for example). Note, Pantone® colormatching is not as accurate for bitmap files as it is for vector files. If matching to a Pantone® color is critical, always configure art in a vector program.
- Duotones:** Specify Pantone® Coated Color for predictable color matching.
- Color Calibration:** For highest color fidelity, calibrate all your equipment (including monitor, printer and scanner) to a single sRGB standard using software and a colorimeter. If you do not have a colorimeter, use Adobe® Gamma® to visually calibrate your monitor.

## Resolution vs. Final Image Quality

Unfortunately, there are no absolutes regarding image resolution. For example, the same 100 dpi image will appear sharper and with more detail when scanned on a drum scanner compared to a common flatbed scanner. Operator skill and the software used will also affect the final image quality.

**Please keep in mind when determining the dpi required, you must plan for final desired size. For example, a 400 dpi file output at 200% will result in a final resolution of 200 dpi. Or, a 200 dpi file placed into a layout at 100%, then output at 200%, will result in a final resolution of 100 dpi.**

Today, photographers use digital cameras to capture images, with widely varying degrees of success. There are many “tricks of the trade” that use simple color correction techniques that can dramatically improve a typical low-end digital picture. Feel free to call iZone for advice!

In general, final resolution targets for both RGB and CMYK files are:

❑ **Poster-Sized Panels** (e.g., less than 30”x60”): Such panels are usually viewed from a close distance (less than 3 feet) and, therefore require the highest resolution images of 150-200 dpi.  
*Note that images scanned at higher than 200 dpi will create very large files but will not print noticeably better images.*

❑ **Banner-Sized Panels** (e.g., greater than 30”x60”): When viewed from greater than 3 feet, use 100-150 dpi images with no fear of loss of image quality.

❑ **Mural-Sized Images**: 100 dpi images should suffice for single images made up of several large panels covering a wall or making up a billboard-sized sign.

*Note: Economical paper test prints are available at full size.*

## iZone Proofing

❑ **Paper Proof**: Panel printed on an 11”x17” sheet, reduced to fit as necessary. They’re economical (\$7.00 each plus shipping) and content accurate. We recommend a paper proof for each unique iZone panel type.

❑ **Lab Test**: 8”x10” accurate full-size section of an iZone panel, pressed in 1/16” laminate. A moderate cost Lab Test (US\$35.00 each plus shipping) is the best, color accurate representation of the finished product. Typically you’ll need at least one Lab Test per project to check color, contrast and sharpness.

## Panel Cut Lines and Contour Cuts

iZone employs state-of-the-art computer-controlled panel cutting. All files require cut lines, including simple squares and rectangles. Any file to be cut in an irregular shape especially requires a cut-line. See last page.

❑ For best results, use a vector drawing program like Adobe Illustrator.

❑ If you’re using page layout software like Quark Xpress, import and position the vector cut-line on an overlay layer.

❑ Draw a continuous 1pt line using a vector rectangle or pen tool. Use a bright color that contrasts with the panel colors (say, red).

❑ Assign the cut line to a separate, overlay layer, labeled “Cut Line.”

❑ Never draw cut-lines in bitmap mode, the cutter cannot read pixel-based shapes.

❑ Provide a minimum ¼” image bleed beyond the Cut Line. Keep all text and graphics at least ¼” from Cut Line, allow additional space if panel is to be beveled. For example, a panel with a ¼” bevel requires ¼” text/graphics clearance plus the ¼” bevel = ½” from edge of panel to the graphics/text.

## Index Cut Mural Images

If the image covers an area greater than our standard panel size (48"x 142"), we can print your file in index cut multiple panels. Indicate cut locations by placing crop marks on your hardcopy proof. Do not divide files into separate documents. Our print software will divide them automatically.

- Allow for a dimensional tolerance of +/- 0.5% (that's up to .5" on a 142" dimension).
- Keep fine detail and type at least 0.5" from panel joints.

## Specific Software Tips

### Adobe® Illustrator® Recommended

- Specify colors as Pantone® Coated. *Do not convert colors to CMYK or RGB.*
- Delete all *Unused Colors* from your document's color palette.
- Many transparency and shadow effects included in Illustrator® are not generally supported by raster image processors (RIP). Inform iZone before using such effects. A paper test print may be needed.
- Convert all text to outlines.
- Link* all images to the base layout (check the *Link* box when you *Place* the file. *Do not embed!*)
- Include all linked images in a folder marked with the panel name.
- Provide a 1/4" bleed on *all* sides of the panel's finished perimeter. Include the bleed inside the document area so it will print correctly.
- Include crop marks and perimeter cut line defining the finished "cut" size within the document area.

### Adobe® Photoshop® Recommended

- If a file requires color correction, provide an additional unflattened, layered, native PSD file along with the flattened TIFF or EPS version.
- Do not* choose JPEG and LZW file compression.
- Image resolution of the final product depends directly on the intended viewing distance. Images viewed from a distance of more than 5 ft should have a resolution of 50 ppi. Images viewed from a distance of less than 5ft should have a resolution of 100 to 150 ppi. This all may sound like low figures but, experience has shown us that higher resolutions produce much larger files with little or no measurable improvement in quality.
- Use CMYK or RGB color space.
- Configure the color *black* as 100%-K. Do not use "Registration" as a substitute for the color black or use "Rich Black" composed of C-M-K.
- To assure unpixelized text, add text elements in the layout program, not in Photoshop®. If you must place text elements in Photoshop®, text layers must be rasterized to print legibly.
- Use Pantone® spot colors when creating monotoes, duotone or tritones. In addition, do not alter the color name. Note that Pantone® color matching may vary in accuracy between vector and bitmap files.
- Provide a 1/4" bleed on *all* sides of the panel's finished perimeter. Include the bleed inside the document area so it will print correctly.
- Include crop marks and perimeter cut line for the finished "cut" size within the document area.

### **Macromedia® FreeHand®**

- Freehand® users *must* convert all text to paths.
- Specify colors as Pantone® Coated. *Do not convert colors to CMYK or RGB.*
- Masks created in Freehand® often create raster image processing errors, therefore we do not recommend their use.
- Gradient fills in Freehand® often show unwanted color steps, therefore we recommend that they only be used in small areas, or use a rasterized image.
- Delete all *Unused Colors* from your document's color palette.
- Link* all images to the base layout (check the *Link* box when you *Place* the file. *Do not embed!*)
- Include all linked images in their panel folder.
- Provide a 1/4" bleed on *all* sides of the panel's finished perimeter. Include the bleed inside the document area so it will print correctly.
- Include crop marks and perimeter cut line defining the finished "cut" size within the document area.

### **QuarkXPress®**

- Specify colors as Pantone® Coated. *Do not convert colors to CMYK or RGB.*
- Link* all images to the base layout.
- Include all linked images in their panel folder. Use the *Collect for Output* command to accomplish this task.
- Provide a 1/4" bleed on *all* sides of the panel's finished perimeter. Include the bleed inside the document area so it will print correctly.
- Reduced scale artwork is acceptable. Half-scale art is common when using QuarkXPress®. However, indicate clearly you have used reduced-scale art and the scale used.

### **Adobe® InDesign®**

- Specify colors as Pantone® Coated. *Do not convert colors to CMYK or RGB.*
- Link* all images to the base layout (check the *Link* box when you *Place* the file. *Do not embed!*)
- Include all linked images in their panel folder.
- Provide a 1/4" bleed on *all* sides of the panel's finished perimeter. Include the bleed inside the document area so it will print correctly.
- Include crop marks and perimeter cut line defining the finished "cut" size within the document area.
- Convert fonts to outlines. Also, convert all fonts to outlines that might be embedded in images.