

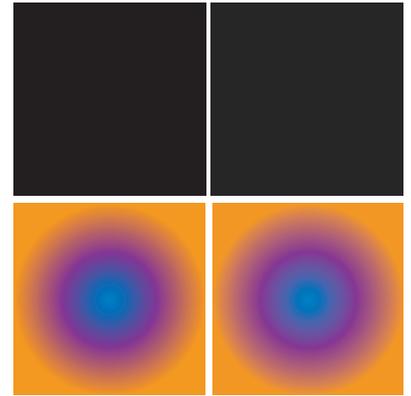
FAQs

Skyline
Event Services

Why do you ask for files to be built in RGB mode?

Skyline produces graphics in the Adobe RGB (1998) color space. When art is submitted as CMYK, Skyline converts art to this color space and it sometimes affects the colors in your artwork, specifically black tones and gradients.

Please make sure all your linked files are in RGB, as well. Any critical colors (such as logo colors) should be spec'd as PMS (Pantone) colors.



What are native files and why do you need them?

We suggest submitting art in the format in which it was designed (Photoshop, Illustrator or InDesign) to ensure it passes through production easily. We check for color, art size and linked files and look for any missed errors. These are easier to check in a native file rather than a flattened .jpg or .PDF.

What version of Creative Cloud does Skyline use?

Adobe CC 2015. But we can accept most Adobe files CS4 or later.

Why do you need my linked files?

We ask for art within your graphics to be linked and provided, rather than embedded, so they can be checked for color, resolution and quality.

How do I outline fonts? Or how do I send Skyline my fonts?

To outline fonts in Illustrator or InDesign:

- select your text
- click on Type in the menu pane
- select "Create Outlines"

**this converts text into shapes, and will not be able to be edited. So make sure your files are good to go before outlining your text.

To outline fonts in Photoshop:

- select the text layer(s)
- click on Type in the menu pane
- select "Convert to Shape"

**this converts text into shapes, and will not be able to be edited. So make sure your files are good to go before outlining your text.

To send fonts to Skyline:

On Mac: Go to Font Book > control-click on the font > Show in Finder > attach the font to your upload or email.
or: User > Library > Fonts

On PC: Computer > Local Disk (C:) > Windows > Fonts

Double-click the "Fonts" folder to open it and display a list of fonts installed on the computer.

Right-click the name of the font you want to share > Copy > Paste to Desktop

Why should I design at full size?

Set up and design your graphics according to the dimensions listed under Art Size on the grids provided by your marketing consultant, unless its beyond the size limit in the program you are using. Designing at full size ensures your photos and graphics are a high enough resolution and quality to print large format. An image with a 100 dpi resolution designed at half-size will truly only be 50 dpi when rez'd up to full size, which is below our recommended resolution. You must view your images at full size on screen to see print quality.

- In Adobe Creative Suites programs (Mac: Command+I to view at 100% PC: Control+I to view at 100%)

How should my art be set up?

- Correct dimensions for Art Size, according to grids provided by MC
- RGB (1998) color space
- 100 dpi at full size *minimum of 75dpi is recommended
- Links provided
- Fonts outlined or provided
- No crop marks or time stamps
- All Pantone colors specified
- File/Folder and upload name should be clear to Skyline who you or your client are
 - o example: "Art_Hersheys_SweetsExpo_9-18-14.zip"

What type of files do you accept?

Adobe Photoshop (.psd), Illustrator (.ai), InDesign (.indd) as well as .jpg, .PDF, .EPS, and .tiff, if those non-native files are ready-to-print quality.

Do I need to add bleed?

Bleed is needed for all ink-jet, UV, or Lambda outputs. Dye-sub graphics do not need bleed. Bleed amounts will be included in supplied art sizes or indicated on supplied templates. **Do not** insert crop marks into art files with bleeds.

Any questions? Please contact our Production Director, Chris Nakon at 216-642-6180 ext. 126
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