



Thank you for choosing eGenoa. Please review our graphic requirements below and **select your product category for more specific details** before submitting your art files.

General Instructions & Acceptable File Applications

Adobe Illustrator

The preferred application for layouts and vector art. Create all Illustrator files in CMYK mode. Specify spot PMS color(s) when applicable by choosing them from the “PANTONE spot coated” library. Convert all text to outlines. Art file should be sized to the final output size. Please include .125” bleed* around all sides. All raster images should be linked (not embedded) and sized to Photoshop specifications. Document Raster effects should be set to 150 ppi.

Adobe Photoshop

The preferred application for high resolution raster images. All images should be at least 100 ppi (see product art specs for recommended ppi), sized to final output size with .125” bleed* around all sides and converted to CMYK mode. Save as a flattened .tif file with LZW compression selected.

Adobe InDesign

Please submit all InDesign files at full size and in CMYK mode. All raster and vector images should be linked (not embedded) and sized to application specifications. Convert all text to outlines, unless providing fonts. Upon completion of file, preflight and package for output, making sure to include links, fonts and with .125” bleed* around all sides.

Adobe Acrobat

All Acrobat PDFs should be saved in CMYK mode at Press Quality with .125” bleed* around all sides.

** This is a minimum bleed size, please refer to your product art set up / template for specific instructions.*

Acceptable File Formats

- .ai
- .eps
- .psd
- .tif
- .jpg
- .indd
- .pdf

Art File Submission

Please create all art files sized to final output size. Convert all fonts to outlines. If this is not possible, please include all the fonts that were used in your file when submitting the art files. Include all vector and raster image links. Raster image resolution should be no less than 100 ppi** at the final size for output. For example, if your layout is 1/2 scale, the image should be at least 200 ppi.

** This is the minimum pixel per inch size, please refer to your product art set up / template for specific instructions.

Web Upload

The eGenoa web upload feature is the fastest and safest way to submit your art files. Please compress (Zip) all art files, this will speed up transmission time and help prevent corruption of files.

- Gather main layout file, linked images and all fonts, place into one folder and compress.
- Select Upload Files from the top right menu and follow the instructions.
- Please limit zipped file size to 500Mb. If zipped art file is larger than this, contact us at support@egenoa.com or **800.258.6164** for assistance.

Email

eGenoa can accept art files via email up to 10Mb.

- Gather main layout file, linked images and all fonts, place into one folder and compress.
- Open your email program and send file to info@egenoa.com
- Please include a description of project and the files to be printed.

Mail

We also accept art files via USPS, UPS, FedEx, etc.

- Gather main layout file, linked images and all fonts, place into one folder and compress.
- Copy compressed folder to a CD-R or DVD-R.
- Please include a description of project and the files to be printed.
- Mail to: eGenoa, 3940-7 Broad Street, #352, San Luis Obispo, CA 93401

Art Proof

eGenoa will provide you with a PDF Proof of your graphics via email within 2-3 days of receiving your print-ready art file(s). This digital proof will include your art file(s) and important information regarding approval requirements. A printed proof can be provided for an additional fee plus shipping. Please note, this option will increase production time.

Art Set Up / Templates

Tradeshow Displays

We offer a complete line of high quality, easy-to-use, and affordable portable display products for trade shows, events, displays, point of purchase, marketing, advertising and presentations.

- Please create all art files sized to final output size.
- Artwork should be laid out on a product template. [[download here](#)]
- Create layout as one page, do not separate the panels.
- Include .25” of bleed on all sides.
- Raster images (.psd, .tif or .jpg) should be a minimum of 150 ppi and in CMYK color mode.
- Vector files (.ai or .eps) should be in CMYK color mode with all fonts converted to outlines.
- If your art file needs to match a specific corporate or branding identity color, please call out Pantone (PMS) color for reference.
- Gather main layout file, linked images and all fonts (if applicable), place into one folder and compress.
- Proceed to Upload Files and follow the instructions.

Signs

Utilizing signs to advertise is a time proven way to deliver a message successfully. eGenoa offers a complete assortment of sign styles to fill your company’s needs. Whether you are in need of an indoor or outdoor sign, we offer a full line of sidewalk and retail signs, light boxes, magnets, decals, and more that can all be custom made to your specifications.

- Please create all art files sized to final output size.
- Artwork should be laid out on a product template (if available). [[download here](#)]
- Create layout as one page, do not separate the panels.
- Include .25” of bleed on all sides.
- Raster images (.psd, .tif or .jpg) should be a minimum of 150 ppi and in CMYK color mode.
- Vector files (.ai or .eps) should be in CMYK color mode with all fonts converted to outlines.
- If your art file needs to match a specific corporate or branding identity color, please call out Pantone (PMS) color for reference.
- Gather main layout file, linked images and all fonts (if applicable), place into one folder and compress.
- Proceed to Upload Files and follow the instructions.

Art Set Up / Templates cont.

Printing

Offer your customers professionally printed material that clearly represents your business. The eGenoa portfolio includes a complete variety of labels, catalogs, brochures, posters, postcards, presentation folders, sales and data sheets, banners, vehicle graphics, retail signs, and tradeshow graphics. Each can be custom designed to your specifications.

- Please submit all InDesign files at full size and in CMYK mode. All raster and vector images should be linked (not embedded) and sized to application specifications. Convert all text to outlines, unless providing fonts.
- Photoshop files (.psd, .tif or .jpg) should be a minimum of 300 ppi and in CMYK color mode.
- Illustrator files (.ai or .eps) should be in CMYK color mode with all fonts converted to outlines.
- PDFs should be saved in CMYK mode at Press Quality.
- Artwork should be laid out on a product template if possible. [[download here](#)]
- Create layout as one document, do not separate sides or pages.
- Include .125" of bleed on all sides.
- If your art file needs to match a specific corporate or branding identity color, please call out Pantone (PMS) color for reference.
- Gather main layout file, linked images and all fonts (if applicable), place into one folder and compress.
- Proceed to Upload Files and follow the instructions.

Art Set Up / Templates cont.

Vehicle Graphics

eGenoa can assist you in creating cost-effective vehicle graphics to advertise your business and create brand awareness. We have a team of experienced professionals that can DESIGN, PRINT, and INSTALL your vehicle graphics in an efficient and professional manner.

We are 3M[™] Certified professional installers of vehicle, fleet and marine graphics.

- Please create all art files sized to final output size.
- Artwork should be laid out on a vehicle template.
- Include four to six inches of bleed on all sides of the vehicle template.
- Raster images (.psd, .tif or .jpg) should be a minimum of 100 ppi and in CMYK color mode.
- Vector files (.ai or .eps) should be in CMYK color mode with all fonts converted to outlines.
- If your art file needs to match a specific corporate or branding identity color, please call out Pantone (PMS) color for reference.
- Gather main layout file, linked images and all fonts (if applicable), place into one folder and compress.
- Proceed to Upload Files and follow the instructions.

Contour Cut Decals (Print & Cut)

Artwork should be created at actual size in Illustrator. Create a layer, separate from the artwork consisting of only the cutting path. Name this layer "CUT LAYER". This layer should be the top most layer, consisting of a .025" magenta stroke [or any color not used in the document] with no color fill. Only the path on that "CUT LAYER" will be cut to the contour. All fills, stroke widths, gradients etc. will be ignored by the cutting device. Avoid exporting paths from Photoshop to create your cutting path as this will likely be too complex (too many nodes) and may result in an unclean or jagged cut. The smallest area should be no less than .25" to allow for adequate surface adhesion. This applies mainly to type or graphics with thin strokes.

Our art department will review the file prior to production. Any art submitted which may require any substantial amount of art time will be subject to a re-quote and possible delays in the promised delivery date.