

# Guidelines

## for Digital File Submission

To enable Splash San Francisco to better manage color and quality as well as to minimize delays in production, please follow these guidelines.

Although we can work with files from most any commercially available software package, to ensure best results please use the following industry standard file formats: .ai, .psd, .indd, .eps, .tiff, .pdf

### Fonts

- Include fonts or outline all fonts associated with your file.

### Images

- Provide layered files and linked images.
- Link placed images (do not embed). If images are not available in the proper color space, Splash San Francisco will handle the conversion.

### Raster Image Resolution

- Superwide Inkjet (over 60 inches wide): 60 dpi at full size preferred.
- Large Format Inkjet (under 60 inches wide): 150 dpi minimum, 240-360 dpi preferred.
- Provide raster images at their highest native resolution.

### Bleed

- Include bleed in all files.
- For artwork under 40 x 40 inches, include 1/4 inch bleed.
- For artwork over 40 x 40 inches, include 1/2 inch bleed.

### Color

- Splash San Francisco operates an ICC color managed workflow. Please embed any input or editing space profiles where appropriate.
- Provide PMS color callouts and/or a physical reference such as a paint chip or color comp. Otherwise, all color and images will be considered "let fall."

### FTP Login

FTP Server (hostname): [ftp.splashsf.com](ftp://ftp.splashsf.com)

Username: [splashsf@splashsf.com](mailto:splashsf@splashsf.com)

Password: Contact your Account Representative for your password

### FTP URL

<ftp://splashsf@splashevents.com@ftp.splashsf.com>