

Client Art Requirements

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These are the art requirements for any Skyline client or customer who is not an official Skyline dealer office. Skyline dealer office art requirements are found in the Dealer Artist Guidelines document available from the Skyline intrAnet site.

Acceptable Software: Photoshop 9 (CS2), Illustrator 12 (CS2), InDesign 4 (CS2), Freehand 11 (MX), and QuarkXPress 6.5
We cannot accept native files from CorelDraw, PageMaker, Microsoft Publisher, PowerPoint or Word. If you have artwork in these unaccepted programs, save or export an EPS, PS or PDF file to submit. Include a low res screenshot of the artwork to compare against once we open the file into Illustrator.

File Setup Size: Setup all files at full print size. Use half or quarter size if necessary. Do not add bleed or crop marks. Keep crucial elements, such as text, logos and important photographic areas at least 2" away from every edge of the panel, due to necessary production over-sizing for XY cutting. Some Skyline products, especially fabric graphics, require a much larger safe area than just 2". Please ask your sales rep to give you the safe area measurements for each of your graphics.

Resolution of Images: We recommend 100 dpi at full size, with an acceptable range of 75 - 100 dpi. "Resizing up" an image to a higher dpi, will only soften the image, not add detail. Always preview raster artwork at actual print size to check for any hidden flaws. 50 dpi and lower can still look good from a distance, but will look pixelated upon closer inspection. If your images require scanning, we recommend the superior image detail attained by professional grade drum and flat bed scanners. Even high end retail scanners with high optic resolutions may not provide adequate detail.

To clarify the resolution requirements: If you are creating an image that will span the entire background of a 117.5" x 89.25" display to be printed Lambda. Then that image at 100 dpi should have 11750 x 8925 pixels. The common confusion would be a 100dpi image, but it is only 10 inches wide. This is only 1000 pixels of image data. Once that image is sized up to 117.5" wide, then the dpi drops to 8 dpi. ($1000 \div 117.5 = 8.51$ dpi)

CMYK vs. RGB Mode: We prefer files in RGB color mode. If given the option of "embedding a profile" when saving any art file, you should choose to embed it. The best RGB images have been in RGB format since their creation, and have not been moved to the smaller CMYK color space, and then back to RGB color mode.

Pantone PMS Colors: You should spec all crucial color matches from the PMS Pantone fanbook. We will try to reproduce the true Pantone "Solid Color" color, however the printed color maybe closer to the CMYK "4/C Process" color. There are some colors we cannot reproduce perfectly, but we will get as close as each process allows. If choosing Pantone colors in Photoshop, you should select your colors from the "PANTONE solid coated" library, to get the most accurate results. Do not specify metallic or fluorescent colors, as it is impossible for us to reproduce those colors on photographic paper or with CMYK inks. Critical color issues should be coordinated with your sales representative.

Black Specifications: For darkest black output, set solid black objects in your file, including vector and raster art, to these specs:
RGB Color Mode -- R: 0 G: 0 B: 0 CMYK Color Mode -- C: 100 M: 100 Y: 100 K: 100

Placing Raster Images: For placement into Illustrator, InDesign, Freehand and Quark, save images as Photoshop EPS's. Set Preview setting to JPEG and Encoding to JPEG (Maximum Quality) or Binary. Make sure to not check any of the check boxes in the Photoshop EPS save dialog window, as these options can cause problems with the RIP software. Do not embed or parse the files. Always link the files, which allows for color correction, proofing and editing. Make sure to include all linked image files separately. Embedded images can not be guaranteed.

Raster Only Art: If no vector art is used, raster only artwork can be sent in as a JPEG with the quality slider maxed out at 12, or a TIF file with LZW compression.

Fonts: Outline ALL fonts before submission. (Not possible to outline fonts in QuarkXPress, so send all fonts.)

Artwork Restrictions:

- Critical cuts between panels should be avoided, due to material shrinkage during lamination.
- Do not design with borders around the edge, as they may become uneven due to necessary production over-sizing. If you must, thicker borders are more forgiving, then thinner borders. We cannot guarantee the even thickness of borders if you use them.
- PMS colors produced using different output types will not match exactly. (i.e. Inkjet vs. Lambda)
- All custom profile cuts must include a vector based template for computerized cutting. Vector art that has been "auto-generated" using vector path creation tools is not acceptable.
- If creating Pantone colors in your raster artwork, then submit a Photoshop PSD layered file.
- Remove any extra Photoshop alpha channels from your files, used during file creation.
- If you submit a color as a "tint" or percentage of a PMS color, it will be printed "as is." We cannot guarantee the "tint" as the PMS fanbooks and color charts do not show us exactly what that tint should look like. You may want to choose a lighter shade PMS color instead.
- Do not use the Lens filter in Freehand. Use of this tool could lead to additional art charges.

Skyline FTP Site:

Skyline Exhibits allows clients to upload production artwork into the 'pub' folder of our FTP Site.

You will have upload rights to only the "pub" folder. If you are on Mac OSX, we prefer that you compress your project with the "Create Archive" function of OSX, found under the "File" menu. This will create a special .zip file that will preserve all the unique portions of a Macintosh file. You can use .sit files, but we have had some trouble with them recently. If you are on a PC, you should "zip" your files. You should compress all the files of your project into one compressed file. You should try to keep the maximum upload size to around 100MB after compression. Larger jobs should be sent on CD or DVD. Make sure to name your upload file with the proper company name. You should only use letters, numbers, spaces and dashes in your file name. After you have uploaded, you should let your Skyline Sales Rep know you have uploaded to the "pub" folder and tell them the exact file name you used.

Windows PC: type this address into Internet Explorer with no spaces. Other web browsers such as Firefox will not work for FTP uploading. Notice the ftp:// at the front instead of http://.

`ftp://ftp.skyline.com/pub/`

Login window will appear, then enter User Name as "skyline" and Password as "displays"

After connecting, you should see many files and folders. Drag your upload file into a blank area of this window, among the other files and folders. If you are only seeing several folders, including a folder called 'pub' then you need to double click into the 'pub' folder before uploading.

Macintosh: You must be using an FTP client, not a web browser.

For OS9 and earlier we recommend using Fetch: `ftp://skyline:displays@ftp.skyline.com/pub/Fetch.sit`

For OSX, we recommend RBrowser, used in free "FTP Only" mode: `http://www.rbrowser.com`

Once you have an FTP Client for your Mac, use this logon:

Protocol: FTP (Not Public FTP) Port: (Leave Blank) These two are shown in RBrowser software only

Host: `ftp.skyline.com`

Username/UserID: `skyline` (all lowercase letters)

Password: `displays` (all lowercase letters)

Path/Directory: `pub`

If you are only seeing several folders, including a folder called 'pub' then you need to double click into the 'pub' folder before uploading. If you are having difficulties after following the included instructions carefully, please contact John Gettler at our corporate Minnesota location at 651-234-3244 for technical assistance.

Acceptable Storage Media:

CD's & 4.7 GB DVD's

Include project name, the Skyline sales rep's name, your address and your phone with all media.

Included only files pertaining to your project. Do not include unnecessary or unrelated files on the disk.

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