

## GRAPHIC GUIDELINES

### Welcome!

Thank you for choosing Pinnacle for your graphic design and/or production needs. Please follow the guidelines below so we can produce the best possible product for you. We look forward to working with you!

### File types we accept:

PROGRAM NAME:	VERSION:	FILE TYPE:
Adobe Photoshop	CS6 or newer	.psd, .tiff, .psb, .eps, .jpg
Adobe Illustrator*	CS6 or newer	.ai, .eps, .svg
Adobe InDesign*	CS6 or newer	.indd, .idml

\* Please package all Illustrator and InDesign files to ensure all elements are captured.

### File types we do not accept:

PROGRAM NAME:	VERSION:	FILE TYPE
Adobe Acrobat*	All	.pdf
Microsoft PowerPoint	All	.ppt, .pptx, .pptm
QuarkXpress	All	.qxp, .qxd
CorelDraw	All	.cdr
Macromedia Freehand	All	.fh9, .fh10, .fh11, etc.
Visio	All	.vsd, .vss, .vst
Microsoft Word †	All	.docx, .doc, .docm, etc.
Microsoft Excel †	All	.xlsx, .xls, .xlsm, etc.

\* We do not accept production-ready .pdf files. Please submit working Illustrator or InDesign files.

† Word and Excel may only be used to submit text that will be added to existing layouts (e.g. product cards).

### Submission requirements:

- All pertinent client contact information
- Low-res .pdf of artwork for reference
- All necessary typefaces/fonts (must be Macintosh compatible)
- High-res photo links (do not embed images)
- PMS color specifications and/or color proofs (if color matching is required)

### Document-specific requirements:

#### DIGITAL PRINT:

- Resolution: 150 DPI at full size\*
- Bleed: 1" bleed on all sides for graphics up to 48"x 96" and 3" bleed on all sides for anything larger.
- Output size: built to size is preferred, for larger graphics "to scale" is accepted
- Color format: RGB

\* If drop shadow or gradient is present in an Illustrator file, please ensure 'Document Raster Effects Settings' are at least 150 DPI at full size.

#### VINYL/DIMENSIONAL LETTERS/LOGOS:

- Vector based, with outlined text and strokes (please specify PMS color or vinyl colors in file)

# File upload via the web.

## Please submit files to our easy-to-use drag and drop FTP/cloud storage

Due to liability issues, we can no longer accept links from Dropbox, YouSendIt, Hightail, etc.

Portland: [CLICK HERE](#) to upload  
San Francisco: [CLICK HERE](#) to upload  
Los Angeles: [CLICK HERE](#) to upload  
Chicago: [CLICK HERE](#) to upload  
Raleigh-Durham: [CLICK HERE](#) to upload

## General guidelines

- Upload files to appropriate location (Portland, San Francisco, Los Angeles, Chicago or Raleigh-Durham).
- Compress multiple files into a single .zip file prior to uploading (no .rar files are accepted).
- Include company name and show in .zip file name.
- Compressed .zip file should not exceed 2GB.\*

*\* Please contact the appropriate Pinnacle Graphics Department with questions on file compression or .zip files that exceed 2GB.*

## Please note

Online uploads should be uploaded to our FTP/cloud storage. Alternately, feel free to mail us a USB, CD or hard drive if you do not wish to upload to our account. We apologize for any inconvenience this may cause.

## Disclaimer

Pinnacle is not responsible for errors caused by missing or incorrect type, artwork, printouts, color proofs, or typefaces. Pinnacle assumes that all artwork, type, and typefaces received are properly licensed from the copyright owner (where applicable).

## Need to contact us?

Portland: 503.844.4848  
San Francisco: 408.778.3402  
Los Angeles: 949.451.9100  
Chicago: 630.296.2390  
Raleigh-Durham: 919.876.5828