

## Artwork Specifications

### For art submitted to Premium Waters Art Department

- **Supported Software**
  - Preferred Software
    - Adobe Illustrator MAC or PC
    - Adobe Photoshop MAC or PC
    - Quark XPress MAC or PC (version 4.6 or older)
    - Adobe Acrobat (for proof purposes only)
  - Acceptable Software
    - Freehand for MAC(version 11 or older)
- **Unacceptable File Formats**
  - Microsoft Word, Microsoft Powerpoint, Microsoft Excel, Microsoft Paint
  - If unsure if file is acceptable please ask.
- **Preferred File Formats**
  - Raster Art
    - Photoshop, TIFF, Photoshop EPS, High-res Bitmap
    - 300dpi minimum resolution at final size
    - Save in CMYK, not RGB
    - Save layered files if possible
    - No JPEG, GIF
    - No web graphics
    - Preserve links (do not embed raster images)
  - Vector Art
    - Illustrator, Illustrator EPS
    - Save in CMYK, not RGB
    - Do not embed images
    - Do not outline fonts
    - Send all placed images and fonts
  - Color Profile
    - All colors should be PMS or CMYK
    - No RGB
    - No web-only colors
- **File Transfer**
  - Email
    - [jeff.green@premiumwaters.com](mailto:jeff.green@premiumwaters.com)
    - [nmiller@premiumwaters.com](mailto:nmiller@premiumwaters.com)
    - SIT or SEA files are acceptable.
    - Maximum of 10MB email attachments
  - FTP
    - We can use a customer's FTP site to exchange files
  - Supported Media
    - CD Rom disk
    - 3.5 floppy disk
- **Paperwork**
  - All paperwork must be completely filled out
  - Make note of and explain any unknown/missing information