

Artwork Specifications

For art submitted to Premium Waters Art Department

- **Supported Software**

- Preferred Software
 - Adobe Illustrator MAC or PC
 - Adobe Photoshop MAC or PC
 - Adobe Acrobat (If Properly Formatted)
- Acceptable Software
 - Freehand for MAC(version 11 or older)

- **Unacceptable File Formats**

- Microsoft Word, Microsoft Powerpoint, Microsoft Excel, Microsoft Paint, Adobe InDesign
- 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
 - nmiller@premiumwaters.com
- FTP
 - PWI FTP Site. Please request login
 - We can also access customer FTP or file sharing websites (YouSendIt.com, etc)