

DIGITAL FILE PREPARATION

Fern adheres to the highest level of quality in the preparation of digital files. We have prepared this guide to ensure your graphics are designed and executed in a way that ensures clean and proper execution when your graphics are approved for production.

Additionally, we offer extensive design services provided by our industry-leading team of designers for an additional fee.

LOGOS

We recommend that all logos be provided in a Vector format, saved in Adobe Illustrator or similar program. File formats may include AI, EPS, or PDF. Raster images should not be used, nor images pulled directly from a website. JPG, PNG, and GIF files will not be suitable for use.

SOFTWARE

Fern utilizes the Adobe Creative Cloud suite of design software. We also recommend the Package feature in InDesign to help provide the necessary files to our internal design team. Files must be CMYK, not RGB.



FILE TRANSFER

Files under 15MB may be emailed. Please speak with a Fern representative for options to transfer larger files. We recommend you provide a PDF proof document in advance of any file transfers. We recommend using sites without an expiration date, or have us set up a folder for you.

MARGINS

For graphics intended for frames or with otherwise critical images, we recommend a 1.5" margin to ensure no artwork is lost. For freestanding panels fitting in bases, we recommend a 7-8" margin from the bottom to avoid artwork being lost in the base component.

BLEED

Graphics provided to Fern should have a 1/2" bleed on all sides. For banners or fabric, the bleed should be 1" on all sides.

TEXT

Text should be converted to outlines or embedded in order to maintain the intended look of your provided art. Fonts may be provided alongside your digital art materials in case additional edits may need to be made prior to scheduling production. Fonts are best sourced from Adobe Creative Cloud.

IMAGES

We recommend that raster images be provided at a minimum of 150dpi, at the size to be used for production. The best file formats include TIFF, PSD, and EPS. Images pulled from the internet will not be suitable for production. Consider that enlarging smaller images will result in a drastic reduction of quality. Images should also be provided free of compression artifacts and other blemishes.



High Resolution



Low Resolution

COLOR MATCHING

We recommend making use of the PANTONE color matching system. Fern produces graphics using CMYK Process Color, however every effort will be made to match color to PANTONE callouts. Press proofs for color approval are available upon request.