



# **RVAA Digital Graphics Standards**

*Following are the RVAA Warehouse Distributor's guidelines for manufacturers submitting graphics and/or text for print and web use.*

## **Formats**

### **TEXT**

Microsoft word files saved as (.txt)

### **PRINT GRAPHICS** (Photos, Artwork, Etc.)

Supply all graphics as CMYK

High Resolution

300 dpi (Dots per inch)

3" x 3" Minimum (Larger is good, smaller is not)

Acceptable formats for images are .jpg - .tif - .eps (.eps format for Photoshop only).

### **LINE DRAWING**

Should be "Bitmap Tif" (1200 dpi) format.

Size of image 3" x 3" minimum.

### **ACCEPTABLE SOFTWARE**

Acceptable design software includes QuarkXpress 6.5 or lower, Photoshop CS2 or lower, Illustrator CS 2 or lower, InDesign CS 2. (Publisher, Corell Draw, MacDraw or any other graphics programs are NOT acceptable).

### **SUBMISSION OF ART WORK/ADS**

Each Submission(s):

- Must be designed in an acceptable software,
- Must have "native files" with layers,
- Must have a "pdf" file of finished page.

Working Folder:

- Printer fonts that are used in the page files.
- Postscript Type 1 Fonts: make sure you send both the screen font and printer font (two pieces);
- True Type Font: All of the font information is included in one file.
- ALL OTHER FONTS ARE NOT ACCEPTABLE.

### **PRODUCT SHOTS**

All images should be shot on a white or natural background (white preferred).

For best results on a product shot: 8,000 meg. Pix camera, on a seamless light table. This will eliminate all shadows and enhance your product visually.

### **WEB GRAPHICS**

All files for the web should be 72 dpi, RGB and saved as a .gif or .jpg file, size 3" x 3". Note: Web graphics will not work for print files. If you are producing only one kind of files make sure it meets the print graphic requirements (CMYK listed above). It is easy to translate from CMYK to RGB, but not the other way around.

## **Saving Graphics**

### **MEDIA DISKS**

CD-ROM or DVD-ROM that are readable by Windows or Mac. Please do not use special compression software.

### **NAMING FILES**

#### *FIRST IDENTIFY THE FILE:*

- with the manufacturer's UPC Product Code (Example: 047662630150.jpg), if not available,
- with the manufacturer's part number (Example: 3456-1.jpg)
- Print Graphic words that will easily identify the file (Example: YourNameSewerHoseAd.pdf)

#### *SECOND IDENTIFY THE IMAGE IN THE FORMAT IT IS SAVED.*

- Three letter suffix (Example: .jpg - .tif - .eps - .pdf etc.)
- Tiff files can be saved as window files and will on a Mac platform correctly (the only difference between the two is the preview). Tiff format should be chosen when there is no clipping path on the photo. Tiff files should be saved as .tif NOT .tiff.
- EPS files are ideal for vector graphics and raster images (photos) with clipping paths. Save all EPS files with a "Tiff Preview" to allow cross platform use of the files.

### **FILING IMAGES ON A DISK**

Labeling your files on a disk is most important.

*FIRST, IDENTIFY THE CONTENTS OF THE FILE SPECIFICALLY, NOT GENERICALLY.* (Example: NOT "Images", YES "2007 New Images")

- Subdivide the images within the master folder if you have multiple product lines. (Example: "07 Sewer" "07 Towing" "07 Mirrors" etc.)
- Inside subdivided folders listing of images that are new for 07. (Example: 047662630150.jpg, 047662630153.jpg, 0476626301660.jpg, 047662630240.jpg, 047662630333.jpg, etc.)

*SECOND, EACH GROUP OF IMAGES SHOULD BE LABELED SPECIFICALLY AND EASILY IDENTIFIED.* (Example: 2007 New Product Images, 2007 Ads, Archived Images and Ads, Etc.).

- Archived files should be items that are older than one year.
- Do not leave identifying the image up to your customer. They will get it wrong. When identifying ads tell the location ad should be placed (Example: 1/3pageRHTowingAd.jpg)

**READ ME FILE**

Graphic should be accompanied by a Read Me file containing descriptions of the artwork, graphics and/or text. Document should indicate whether the submission is a change or new and if there are archived files from previous years.

**PAGE PROOF**

A color or black&white laser printout at 100% of the graphic should accompany all new submissions. All archival images can be printed multiple-up as thumbnails.