

# PHOTO ART SPECIFICATIONS

## General Rules & Guidelines

- Link all files. Do not embed in documents unless absolutely necessary. Supply all working files, such as Photoshop® documents with layers and channels.
- Supply all color images in **CMYK** format (Cyan, Magenta, Yellow & Black), not RGB (Red, Green, Blue). RGB files must be converted to CMYK for printing. If RGB color files are submitted, additional costs may be incurred and your schedule may be disrupted. Due to color shifts that occur when converting to CMYK, please **check color proofs carefully** to ensure the color meets your expectation. Be aware that computer monitors do not accurately represent color. MPS uses color proofing devices that are color-calibrated to our various printing presses. Customer or artist supplied color lasers represent color differently; these should be used as a guide only and should not be considered color accurate.
- Do not apply **trap** or overprint settings to your artwork unless you are familiar with how the settings will affect your final printed piece. MPS uses trapping software that is applied during raster image processing. Please include specific instructions to MPS if you have applied any special overprint effects so we can be sure our trapping process does not override those settings.
- Do not use or embed ICC Profiles. MPS will override all embedded profiles.

## Resolution

For best printed quality, the recommended resolution for photos and other raster images is 300 ppi. While lower resolution photos may still reproduce well, the customer determines the acceptable level of quality. Multi Packaging Solutions (MPS) will produce jobs with the images provided from the customer. It is the customer's responsibility to check proofs carefully to ensure photos are of acceptable quality. Place photos as close as possible to 100% size. If you must resize photos, it is recommended that you do not reduce or enlarge by more than 25%.

Vector art is also dependent to an extent upon resolution. Settings in Adobe® Illustrator should be set to at least 2400 dpi.

## Royalty-Free Art

Only royalty-free art with no copyright limitations may be developed or used in any designs printed by MPS. MPS will own the copyright to all contracted work. Customers will be responsible for any fines and/or fees that are incurred because of royalty-holding art.

## MPS Photo Assets

For MPS contracted designs and under special agreements with our customers, MPS can furnish photos from our extensive horticultural photo library. MPS will supply you with low-res images to place in your document. Some restrictions may apply.

- Do not open, manipulate, resave or rename any MPS low-res photos supplied to you. The images supplied to you are low resolution versions of the high resolution images in our photo library. When you submit your project to MPS, we will swap out the low resolution images you have placed with our high resolution images.
- Do not send the low resolution images back to MPS when you submit your project. This will allow us to easily link up to our high resolution images.

*Questions? Contact us at 866-448-8300.*



Please see the following outline of MPS Standard Library photo specs to help determine the right image size for your project.

MPS Standard Library Size	Image Size	Standard Size for these Products
Pixie™ Tags (19.1 x 30.8 mm)	222 x 364 pixels @ 300 ppi	Pixie® Tags, Pixie® Junior Tags, Pixie
Portrait™ Tags (50 x 60 mm)	591 x 709 pixels @ 300 ppi	Junior Portrait™ Tags, Small Nursery Tags
95 x 120 mm	1222 x 1417 pixels @ 300 ppi	Portrait™ Tags, Jumbo Portrait™ Tags, 7x5" Signs
160 x 200 mm	1890 x 2362 pixels @ 300 ppi	Recommended for Point of Sale signs up to 11 x 7" with a 130 x 150 mm photo window

### Horticultural Photo Submission Guidelines

- MPS requires a signed agreement regarding copyright permissions on all horticultural photos. A MPS representative will contact you to complete this information.

### Multiple Variety Grower Tags

- When supplying MPS with horticultural photos for your project, a list of **file names** with the photo referenced is **required**. File names can sometimes become truncated between platforms (PC to Mac). A list will prevent errors and save time.
- If MPS is printing the final product and images will be used again in the future, it would be beneficial to add photos to the MPS library. Multiple use restrictions are available. Contact your MPS Customer Service Rep for details.

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