

# File Submission Guidelines

## File Submissions

Please upload your files to <https://www.youexpresspanels.com/upload-files/>

Please include your project name in the provided text box for clarity.

Alternatively, you may submit files via platforms such as WeTransfer or Dropbox.

For the most efficient and accurate production, be sure to include all linked artwork, fonts, and images. Whenever possible, submit native files for optimal results.

## Fonts

You have two options: either include all fonts with your submission or outline them beforehand.

Including fonts allows us to make any necessary text corrections. Outlining fonts ensures clean, scalable vector text that reproduces accurately – ideal if no edits are needed.

Outline all fonts prior to submitting your files. This is easily done by Shift + Command + O.

## Images

Always include all necessary image assets when submitting your artwork.

Avoid embedding images directly—link them instead for greater flexibility and accuracy.

Native file formats (.ai, .psd, .indd) are preferred, with all linked and support files included.

Vector files are ideal, as they scale to any size without losing quality—ensuring crisp, professional results in every format.

## Bleed

Use the following guideline for determining bleed:

- Panels: .25" each side

If scaling your file, remember to scale your bleed as well.

## Quick Check

- ✓ Fonts are outlined or included.
- ✓ Images are linked (not embedded) and included.
- ✓ DPI is adjusted if the file is scaled.
- ✓ Images meet appropriate DPI requirements.
- ✓ Bleed is properly included.
- ✓ File is in CMYK, with any PMS colors clearly specified.

## Color Matching

Please work in CMYK (Roll over RGB photos to CMYK for consistency).

For color-critical projects, please provide PMS Coated (PMS-C) colors. Also include the native file as this will reduce the time and cost of color matching.

Do not convert any color profiles as we will handle it in our design group. Leave all PMS colors set to spot color. Do not roll them over to 4C process.

Color critical projects require printed samples for approval (versus pdf) and additional charges may apply.

## Resolutions

The following are recommended resolutions for your files:

(No less than 50 DPI and no more than 200 DPI at 100% scale)

Whenever possible, create files at 100%. If scaling is necessary, please scale at 75%, 50%, 25% or 10%.

Remember: Scale DPI to match your artwork size. For example, 72 DPI at 100% scale is equivalent to 720 DPI at 10% scale.

## Accepted Formats

We support the following file types:

- **Adobe Illustrator (.ai)** – Expand all fills and strokes and convert all text to outlines.
- **Adobe Photoshop (.psd, .psb)** – Set files to 100 DPI at full size (in inches). Flatten to a single background layer and include appropriate bleed.
- **Adobe InDesign (.indd, .inx)** – Use File > Preflight to check for errors and File > Package to include all linked assets and fonts.

