Lambda Graphics – Guidelines

Lambda Photo Prints are the highest quality prints available. Images are digitally exposed by laser beams onto light-sensitive media. Text is crisp, colors vivid; whites are clean and blacks rich. Imaging is continuous tone with no dots, as long as the resolution of the original art is not unacceptably low. As with all printing processes, the input must be correct to produce the appropriate output. These guidelines are meant to assist anyone putting art together for Lambda output. If you have any questions or concerns, please contact us (see below*).

Mode: RGB (not CMYK)
Resolution: At least 100 dpi at FINAL SIZE or equivalent (e.g. 200 dpi @ 50%, 400 dpi @ 25%)
Gradients: Gradient art should be created in Photoshop. Gradients should NOT be produced in vector art (E.g. Adobe Illustrator), nor should one use the transparencies or shadow features in Adobe Illustrator. These often create unpredictable rip/print problems, including color banding and distortion.
Fonts: If possible, convert all fonts to outlines; if not possible, include both screen *and* printer fonts on the disk
Placed/Embedded Images: Save any/all placed or embedded images to disk as uncompressed TIFF file(s).

Preferred Software: We can deal with almost any program but Adobe Illustrator and Adobe Photoshop are preferred. If you use QuarkXPress or InDesign, please export the final art as an EPS or PDF file.
Files: Save all Raster (photo) images as uncompressed TIFF file(s); 2nd choice is EPS. If art has been produced in layers, please include the original LAYERED file(s). This will allow us to make approved revisions or corrections on site, if required.
Save all Vector (outline) images in their native form – Adobe Illustrator preferred, 2nd choice EPS
Hard Format: We can deal with almost any format but USB Flash Drive, CD and/or DVD are preferred
Color Matching: If required, please send guidelines or print sample for approximate color matching; Pantone specs allow closest matches
Hard Copies & Proofs: If possible, please provide a color copy of image for reference and image placement.

FTP: Art may be sent to us via FTP, using your browser. Kindly visit our website at www.tradeshow-stop.com and click on the "Graphics" tab at the top/right of our Home page.
Or, copy and paste this direct link into your brower: http://www.tradeshow-stop.com/graphics/

Alternatively, you may send files to us using one of the common online services such as YouSendIt or Dropbox. Our favorite is WeTransfer. It only takes a couple of minutes to register, it's fast, it's reliable and it's free: https://www.wetransfer.com/

Thank you!

*Questions? Call: Jay Larimore @ (615) 256-7867 Fax: (615) 256-5081 Email: jlarimore@tradeshow-stop.com
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