Olson Visual FTP Site and File Preparation Guidelines

FTP SITE ACCESS AND UPLOADING INFO   Updated February 2014

The Olson Visual FTP site can be accessed by web browser at **http://ftp.olsonvisual.net**

You can also find a link to the FTP site on our home page at http://www.olsonvisual.com

There is limited upload-only access with the user name: guest, and the password: olson. Both username and password are case sensitive. There is no anonymous user access, so clients cannot connect with the Mac OS Finder or Windows Explorer.

The Olson Visual FTP site can also be accessed directly with an ftp client such as Fetch on Mac OS or CoreFTP for Windows at ftp://ftp.olsonvisual.net

* NEW WEB FEATURE: After logging on, all web users will need to enter a Name and an email address before uploading any files; guest users will also have to enter a telephone number. There is also an optional text box where you can enter any other information.

Guest users have limited upload only privileges; guests cannot view or download files, create folders, or overwrite existing files. If you need to resubmit a file as a guest, you must rename it before doing so. If a guest attempts to upload a file that already exists on the server, the file will begin to upload, but will not complete. A dialog box appears: "Permission Denied: You cannot overwrite an existing file". If this happens, rename the file on your computer, and resubmit the new file. When complete, there will be a dialog box that says: "The File Has Been Successfully Sent". Please use the Logout button before closing the browser window; an email will be automatically sent to an Olson Visual Account Manager, informing them of the uploaded file and the upload form information.

Contact your Account Manager to obtain a unique username for full client access. Clients can view all files only in their own home folder. Clients can also create or delete sub-folders, and can overwrite, delete or download any file in their home folder.

When uploading files, use only web safe file formats: .pdf .tiff .jpg .zip or .sit

Please do not upload these file types: .psd .ai .indd .qxd .eps or any type of font.

These file types must be zipped or stuffed before uploading. Fonts and proprietary file formats often get damaged through ftp transfer and will be unusable. Plus, they will be much smaller when compressed and transfer that much quicker.

FTP stands for file transfer protocol, so for best results, a folder that has a Quark or InDesign doc, Photoshop and Illustrator links, and Screen and Printer fonts must be compressed into a single file (Mac users can right or control click on the folder and choose "Create Archive" or "Compress" from the drop-down menu) and then uploaded. **This will save you uploading time, and ensure that we will have usable files.**

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FILE PREP GUIDELINES

- Digital files supplied must include all updated support elements placed for final output. Avoid embedding links in Illustrator.
- Document size needs to be proportional to final output, preferably at 100%. Graphics over 8' build at 1/10th scale. Please indicate % of final size if not 100%
- Include at least 1/4" bleed, 1/2" bleed for large multi-panel graphics.
- Keep any important elements (logos and type) away from panels/tiling, edges or where finishing may interfere with design.
- Supply layered/editable support files with original color profile.
- Provide Fonts (both screen and printer components).
- Outline text whenever possible.
- PLEASE USE PROVIDED TEMPLATES. We provide many templates for displays, banners, marquees, TWIST® and T3™ systems. Ask your sales rep for details.

SPECIAL NOTES

- Provide color match pieces, PDF, and/or proofs (proportionate to the final size).
- Provide all colors specified-PMS callouts when used.
- Provide high-resolution scanned images (with profile) proportionate to the final size with bleed.
- When generating FPO images, preserve the hi-res Image Size and crop, making adjustments only to the resolution (dpi). This will allow for an exact swap of the hi-res file, without adjusting the image.
- Files requiring adjustments to layout or color such as resizing, typesetting, replacing FPO imports with mismatched hi-res imports, retouching, adding bleed, color correcting/matching, multiple color callouts etc. will be subject to additional digital charges at 15 minute increments.
- Client changes affecting original time schedule will result in additional charges.

PROGRAM & MEDIA SUPPORT

- Photoshop CC or CS6
- Illustrator CC or CS6
- InDesign CC or CS6
- Quark Xpress 9 (not yet supporting Quark Xpress 10)
- Other programs save as .pdf or .eps format
- CD-ROM, DVD and FTP (guest or secure client - information available upon request)

RESOLUTION

- The ideal resolution is determined by overall print size and the viewing distance based upon your clarity expectations of the final print.

Viewing Distance/Print Size	Minimum DPI at 100%	Max DPI
· Under 8' (largest dimension not exceeding 8')	72 to 150 dpi	200 dpi
· Over 8'	50 to 72 dpi	100 dpi
· Over 20' please call.		

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