Fusion™ Custom Production
Art Requirements

Resolution:
If you wish to provide your own digital file, please send a full size image at a native resolution of 300 ppi or minimum 150 ppi.

If you do not have these file sizes, please send what you have and we will evaluate the image and determine if it is suitable for your needs. Depending on substrate and function, you may be very happy with the quality achieved with a less than perfect image.

Fusion can be a very forgiving process and we have worked with many files that fall way below any sort of conventional resolution standards with good results.

Photo Quality and Manipulation:
Higher resolution does not always equal higher quality. An example of this is when a photo is taken in low light. Digital cameras tend to create "noise" via random speckles of off color when there should be none.

It is much easier to manipulate and "fix" a lower resolution photo that is shot well than to "fix" a photo with high resolution that is poorly shot.

Image File Formats:
Raster images—Common raster image formats that we use are psd (photoshop), tiff, jpg. These file formats are resolution dependent. As you scale them up in size you effectively lower the resolution.

Ex.) A 300 ppi photo scaled up to 200% would then be 150 ppi. Twice the size = ½ the resolution.

Vector Images:
Common vector images that we use are .ai (adobe illustrator), .eps, .pdf. These images are usually created by an artist and may be safely enlarged to nearly any size with NO LOSS of resolution.

Bleeds:
Your document must provide bleeds if colors, images or graphic elements go to the edge of the final product. For bleeds, you must extend the artwork 0.125" (1/8th inch) beyond the final size.

RGB Color Preferred:
RGB has a broader range of available colors and will produce better prints. Converting your files to CMYK is only for images that will eventually be converted to a halftone and used in a process like offset printing.

Odyssey Wallcoverings
THE OBVIOUS CHOICE

Custom Spot Colors:
For PMS color matches, please provide us with a pantone number.

Fonts:
The smallest optimum size for fonts is 12 point. Some fonts require a larger point size or bolding, especially if reverse copy is needed. Please provide type as "outlines" so that type conversion issues are avoided.
*Due to the thousands of existing fonts, we may not have the requested font in-house.

Accepted File Types:
- TIF
- JPEG
- EPS
- AI
- INDD
- PDF
- PSD
- FW

Electronic Layout Files:
We accept Mac and PC files created with or editable by Adobe Photoshop®, Adobe Illustrator®, Adobe InDesign®. Please include all linked files and all fonts with the high quality print out.

Submission Methods:

- **CD or DVD discs**
  Odyssey Wallcoverings
  60 Prince Andrew Place
  Toronto, ON
  M3C 2H4
  1-800-663-6069

- **Website Upload (Dropbox)**
  For easy file submission, you may upload files via dropbox, a link will be provided to you.

Additional Charges:
If artwork cannot be supplied as described above and additional computer work is required to produce the order, computer time will be billed.

Please send email correspondence to info@odysseywallcoverings.com