

## K&L Hospitality Design

There are several different types of files that K&L Hospitality Design can accept that can make our jobs go faster and easier. In the long run, these files can save us time and the client money, so whenever possible, we request that certain elements of a job be supplied to us in specific formats. The following list describes file types and what we used them for. This list may serve as a guideline for clients to follow when considering supplying K&L with any materials being used in the production of their purchased products.

### Copy:

When supplying K&L with any copy that is to be used in a produced piece we request files to be sent to us in the following order of desirability:

(Program)	File Type	.Extension
Illustrator CS3	Vector	.ai or .eps
IN Design CS3	Vector	.ld
Photoshop	Raster	.psd

All copy that has been formatted by K&L goes through a proofing process. When a client requests changes be made to a file, the file must be reproofed and the client is charged accordingly for PROOFING charges (where applicable) and ART charges.

### ART:

When supplying K&L with any art that is to be included in client work, the following guidelines may be used:

LOGO(S) should be supplied as VECTOR art whenever possible.

This ensures clean reproduction at any size necessary. Several programs can accommodate these file types. The most popular and industry standard program we use is ADOBE ILLUSTRATOR. The file should be sent with all supporting files (fonts, Pixilated art) in appropriately labeled folders. Text should be converted to outlines, whenever possible, and pixilated art should be flattened CMYK Tif format, embedded in the ILLUSTRATOR file.

Pixilated or Photographic art should be sent to K&L in one of several formats. ADOBE PHOTOSHOP can create a layered or flat file that we can use for manipulation in client work. Layered files should be used whenever text that exists in the art may need to be manipulated, or whenever multiple files with slight variances in art need to be created from the same art. This requires sending the fonts used with the art file and clearly labeling all layers.

Questions about other files and Formats may be directed to K&L Hospitality Design at 847-357-9733