

# Photo Art Specifications

## General Rules & Guidelines

- Supply John Henry® with all **artwork and images** used for your project.
- Fonts used in EPS graphics should be embedded or converted to outlines. If this is not possible, check to make sure that any fonts used in EPS graphics are supplied to us.
- It is recommended to use "Collect for Output," "Save for Service Provider," or a preflight software to collect your images and artwork.
- Always use consistent, logical **naming conventions**. Do not use special characters (i.e. %\$#@!) when naming files. We recommend file names of 10 characters or less due to truncation that may occur between platforms (PC to Mac).
- Link all files. Do not embed in documents unless absolutely necessary. Supply all working files, such as Photoshop® documents with layers and channels.
- Graphics should be saved as TIFF or EPS. Other formats such as PICT, WMF, JPEG, LZW Compression and others, may be problematic.
- Supply all color images in **CMYK format** (Cyan, Magenta, Yellow & Black), not RGB (Red, Green, Blue). RGB files must be converted to CMYK for printing. If RGB color files are submitted, additional costs may be incurred and your schedule may be disrupted. Due to color shifts that occur when converting to CMYK, please **check color proofs carefully** to ensure the color meets your expectation. Be aware that computer monitors do not accurately represent color. JH uses color proofing devices that are color-calibrated to our various printing presses. Customer or artist supplied color lasers represent color differently and should be used as a guide only and not be considered color accurate.
- Do not apply **trap** or overprint settings to your artwork unless you are familiar with how the settings will affect your final printed piece. JH uses specialized trapping software that is applied during raster image processing. Please include specific instructions to JH if you have applied any special overprint effects so we can be sure our trapping process does not override those settings.
- Do not use or embed ICC Profiles. JH will override all embedded profiles.
- Do not specify **rules** as "hairline," as this option is resolution dependent (i.e., the higher the resolution the thinner the line) and the appearance of the finished product may not be as desired. Suggested minimum line weight is 0.25 pt.



**JOHNHENRY.**

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## Resolution

For best printed quality, the recommended resolution for photos and other raster images is 300 ppi. While lower resolution photos may still reproduce well, the customer determines the acceptable level of quality. John Henry will produce jobs with the images provided from the customer. It is the customer's responsibility to check proofs carefully to ensure photos are of acceptable quality. Place photos as close as possible to 100% size. If you must resize photos, it is recommended that you do not reduce or enlarge by more than 25%.

Vector art is also dependent to an extent upon resolution. Settings in Adobe® Illustrator should be set to at least 2400 dpi. This setting is found under: File/Document Setup/Printing & Export Output Resolution and for each element under the Color Palette/Attributes/Output.

## Royalty-Free Art

Only royalty-free art with no copyright limitations may be developed or used in any designs printed by John Henry®. John Henry® will own the copyright to all artwork contracted by John Henry®. Customers will be responsible for any fines and/or fees that are incurred because of royalty-holding art.

## JH Photo Assets

For JH contracted designs and under special agreements with our customers, JH can furnish photos from our extensive horticultural photo library. JH will supply you with low-res images to place in your document. Some restrictions may apply.

- Do not open, manipulate, resave or rename any JH low-res photos supplied to you. The images supplied to you are low-res versions of the high-res images in our photo library. When you submit your project to JH, we will swap out the low-res images you have placed with our high-res images.
- Do not send the low-res images back to JH when you submit your project. This will allow us to easily link up to our high-res images, since the low-res will be "missing."

Please see the following outline of JH Standard Library photo specs to help determine the right image size for your project.

JH Standard Library Size	Image Size	Standard Size for these Products
Pixie (19.1 x 30.8 mm)	222 x 364 pixels @300 ppi	Pixie® Tags, Pixie® Junior Tags, Pixie Portrait™ Tags
50 x 60 mm	591 x 709 pixels @300 ppi	Junior Portrait™ Tags, Small Nursery Tags
95 x 120 mm	1222 x 1417 pixels @300 ppi	Portrait™ Tags, Jumbo Portrait™ Tags, 7x5" Signs
160 x 200 mm	1890 x 2362 pixels @300 ppi	Recommended for Point of Sale signs up to 11x7" w/ a 130 x 150 mm photo window

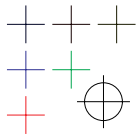


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## Horticultural Photo Submission Guidelines

- JH requires a signed agreement regarding copyright permissions on all horticultural photos. A JH representative will contact you to complete this information.
- **Multiple Variety Grower Tags:**  
No "effects" are to be applied to photos (where the project/design uses variable photos) without John Henry®'s permission, especially on large variety/SKU jobs (John Henry® must be able to sell and produce the job at a cost and delivery schedule suitable to the client). Permission must be received per project. This includes but is not limited to: ghosting, gradient blends from the photo to white or to the background image, masking or applying clipping paths, and special effect filters for stylizing.
- When supplying JH with horticultural photos for your project, a list of **file names** with the photo referenced is **REQUIRED**. File names can sometimes become truncated between platforms (PC to Mac). A list will prevent errors and save time.
- If John Henry® is printing the final product and images will be used again in the future, it would be beneficial to add photos to the John Henry library. Multiple use-restrictions are available. Contact your JH Grower Care Customer Service Rep. for details.



## Digital Photography Guidelines

Follow these guidelines when producing horticultural photos for JH using a digital camera.

Mega-pixel	Suitable for High Resolution Output @ 100%	JH Library Equivalent	Standard and Special Uses Based on Grower Tag Types
2	3 x 5"	95 x 120 mm	Standard window on: Portrait™ Tags, Jumbo Portrait™ Tags, 7 x 5 Flora-Cards®, Nursery Tags, Tuf-Tag™. Full length window on: Pixie®, Pixie® Portrait™, Stik-Stake®, Hang-N-Tag®. This size will also produce high quality photos for other tags taking the smaller photo windows such as Junior Portrait™ Tags, Hang-N-Tag®, Small Nursery Tags, Pixies®, and Stik-Stake®.
3	5 x 7"	160 x 200 mm	Standard window on: 8 x 10 and 11 x 7 Flora-Cards®. Full length window on: Portrait™ and Jumbo Portrait™. Although this is a standard library size, due to costs, we create only when needed.
4	8 x 10"	215 x 305 mm	Not a standard library image size. (We will create only if larger application need is specified.) Larger image on: Flora-Cards®, Posters.
5	12 x 14"	Misc. Scans	Not a standard library image size. (We will create only if larger application need is specified.) Posters, Banners.

## Scanning Services

For traditional image submission, JH has scanning capabilities up to 23 x 21". We can accept transparencies or 35mm slides. Prints can also be accepted if there is no writing on the back side.

## Proofing Tips

When looking at your proofs, if you determine corrections must be made, following are a few recommendations on how to mark up the proof:

- Use a permanent red marker to indicate pages that require corrections. Avoid using Post-it® notes, as they are more likely to fall off during handling.
- Write legibly and be very specific and descriptive on your corrections.
- If you make changes to a digital file, make certain you submit a new laser page showing the change.
- If your "proof" is a PDF file, use annotations in Acrobat to note corrections requested.

If your corrections are extensive or complicated, your JH representative will be glad to review them with you in person or over the telephone. After your review is complete, please remember to sign the proof. Your signature confirms you have reviewed the proof and is an acknowledgment that you have found the proof to be error-free, or that it requires the noted corrections prior to printing. Once again, take your time, review your proofs carefully, and a successful outcome will be yours!

## Consulting Services

John Henry® Prepress Services is staffed with highly technical personnel fluent in all of the latest hardware and software solutions. John Henry® Prepress Services can assist clients with proofing solutions, including installation of software and hardware, and offer comprehensive support and troubleshooting in the operation of these systems. JH Prepress Services also offers assistance with file creation and image manipulation with regard to color. For more information, contact your JH representative.



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