

Art Department

Guidelines

Acceptable File Formats

Illustrator CS2 or below
Photoshop CS2 or below
InDesign CS2 or below
EPS, PDF, TIFF, & PICT files

Photoshop and Illustrator files are preferred as they are more suitable applications for large format printing. Art time will be charged if files need to be fixed or altered to meet guidelines.

When sending files, please be sure to include all support art (fonts, linked images, etc.)

Font Specifications

Fonts must be converted to outlines. If fonts are not created to outlines, please provide Macintosh or TrueType fonts. If changes need to be made in the file please provide the fonts and a version of the file with editable type.

Resolution

All raster files (either print files or linked files) must be at 100-120 pixels per inch at 100% or at a 1/4 of the finished output size at 300 pixels per inch.

Color

For color sensitive files, please provide a hard copy proof.

If Pantone colors need to be matched please specify on proof.

All critical pantone colors need to be called out in the file as Coated or Uncoated swatches.

Vinyl Cut Graphics

Artwork must be set-up as vector files. Illustrator or EPS files are recommended.

Murals & Pop Up Displays

Mural files must be built as one file. Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results. Photoshop is preferred when using special effects. Please note where panel breaks are located and try to minimize the amount of type in those areas.

Bleeds

Mural Files: 1/2" bleed on all four sides

Backlit Graphics: 1/2" on all four sides

Banner Stands: Each product has specific bleeds and live image areas. See product template for specific information.

Sending Artwork

Files are accepted by FTP, DVD, CD, and Email (up to 7MB).