GUIDELINES FOR SUBMITTING ARTWORK

Specifications for artwork used in large/grand format printing can be very different than the requirements for traditional or offset print applications. The guidelines below are a helpful tool in providing your in house design team, third party agency or any other team involved with graphics and signage in achieving the best possible print output.

GRAPHIC APPLICATIONS AND FORMATS

▸ **Adobe Acrobat** *(PDF *see requirements)*

▸ **Adobe InDesign** *(INDD, packaged archives)*

▸ **Image/Raster Art Files** *(PSD, PSB, TIF, or JPEG with limited compression)*

▸ **Line/Vector Art Files** *(AI, please save with PDF compatibility, EPS, SVG)*

GENERAL REQUIREMENTS/NOTES

▸ Vector art is preferred when possible

▸ Include/package all links versus embedding images if possible

▸ Include/package all fonts—open type preferred, *MAC fonts please archive (RAR, ZIP) to send*

▸ Please submit **all logos in true vector format** to ensure proper output quality

RASTER ART – NATIVE OR LINKED

▸ RGB or CMYK color space - *RGB is preferred for best output with imagery*

▸ DPI at final output size *(Based on viewing distance of 2ft)*:
  • **Rigid:** Min. 75 DPI/Max. 200 DPI
  • **Banner:** Min. 50 DPI/Max. 100 DPI

▸ For optimum results, do not interpolate artwork more than 300% of original image capture to meet minimum DPI requirements

▸ **View artwork at final output size** to confirm image quality

▸ Composited artwork must be layered if any editing is required

VECTOR ART – NATIVE OR LINKED

▸ **Die Cut/Routed Graphics** - All cut paths should be placed on a separate top layer

▸ Transparency/Overlay output issues that sometimes occur are usually a result of:
  • Extensive blending and/or effects combined with transparencies
  • Transparency blending used when in vector RGB mode
  • Multiple transparencies and/or blending using vector gradients
  • Blending using spot colors

PRINT READY PDF REQUIREMENTS

▸ Set art to page and final output size
  - If paneling or seaming is needed, please send full layout
  - If scaled, please use a simple proportion - 1:10 scale preferred
▸ Save/export from native software to PDF – Avoid "printing" to PDF
▸ Use Acrobat 6 *(PDF 1.5 or higher)* with edit capabilities/layers checked on
  - Avoid re-sampling *(unless it is down to requested DPI)*
  - We honor pdf/x output intents
▸ **View exported PDFs at final output size** to review print quality

COLOR MATCHING

GRACoL2006 Coated1v2 is our output standard target for all our large and grand format printed graphics.
In order to provide the best possible match across all printed materials:

▸ Stay consistent in show color definitions/builds
  - CMYK versus RGB, or PANTONE process versus PANTONE book LAB for example
  - Undefined spot colors will convert to destination
▸ **Please provide a hard copy color proof** for any Intended match to a build and/or graphic
▸ Varied color mode submissions - *providing separate variations of print ready graphics that use similar content, which are setup in both CMYK or RGB mode will result in varied output*

Our color matching system will convert all out of gamut colors - including PANTONE spot colors - to output space as accurately as possible, but clipping may occur. Color proof prints or end device print samples are available upon request.

FINISHING

▸ **Banner (grommeted):** No graphic bleed needed
  - Avoid placing logos or text 2" from grommeted edge
▸ **Banner (pocketed):** No graphic bleed needed
  - Avoid placing logos or text in pocket area (pole pocket size + 1")
▸ **Banner (wrapped on frame):** 6" of graphic bleed
▸ **Fabric/Dye Sublimation (SEG/pillowcase/structure):** 2" of graphic bleed
  - Avoid placing logos or text 2" from perimeter edge
▸ **Rigid signage:** All standard straight cut graphics **do not** require any graphic bleed
▸ **Rigid signage w/base (meterboard/hoofer):** Allow for bottom 6" to be covered by base
▸ **Routed/Die cut graphics:** ¼" graphic bleed required outside of cut path(s)
▸ **Standard insert panels:** ¼" of graphic perimeter will be covered by channel
  - 1 ¼" standard gap adjustment for metal between paneled graphics *(knockout)*
  - Please refer to CAD drawing(s) - *graphic templates are available upon request*

We are up to date and compatible with all Adobe Cloud applications