ARTWORK GUIDELINES

ACCEPTABLE FILE FORMATS

High quality PDF (preferred)
Illustrator CC or below
Photoshop CC or below
InDesign CC or below (not preferred)

High quality, editable PDF's, Illustrator and Photoshop files are preferred, as they are more suitable 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.).

Please note that Illustrator special effects such as glows, transparencies or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. Photoshop is preferred when using such special effects.

FONT SPECIFICATIONS

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

COLOR SPECIFICATIONS

Please provide all vector files (Illustrator & InDesign) in CMYK format. Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output. Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy.

If Pantone colors need to be matched please specify on purchase order or hard copy reference. All critical Pantone colors need to be called out in the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified.

If color matching to existing graphics, we will need those back to review. Please contact your sales representative.

Please feel free to submit catalogs, brochures, printed proofs, etc. to use as a color reference. Please provide a layered file for Photoshop files if color matching is required. Art time may be charged to correct flattened Photoshop files.

We guarantee color matching on all hard copy proofs, specified Pantone colors and client-supplied hard copy proofs. Orders without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color.

RESOLUTION

All raster files (either print files or linked files) must be at 100-120 pixels per inch at 100%.

VINYL CUT GRAPHICS

Artwork must be set up as a vector file with fonts created to outlines for all cut vinyl. Please specify every color number for solid color vinyl or PMS color for adhesive back and cut vinyl.

SUBMITTING ARTWORK FILES

Files are accepted via Email (up to 10MB), DVD and CD or File Transfer site sharefile please ask for link to upload files over 10 MB.

BLEED SPECIFICATIONS

All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

MOST FILES:
1/4" bleed around the perimeter.

File Upload GUIDELINES

We use a web based site to upload files quickly and at no additional cost. The site can be accessed through a web browser. Please call for a link to upload files. After receiveing link follow steps below.

Please read below for detailed instructions.

1. Please place all art files in a folder. Please name the folder by client name and purchase order number.

2. Compress files using software such as WinZip or Stuffit.

3. Upload files using the link provided.

4. When your upload is complete, please place the order with your sales representative and include any critical file information.

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