

GUIDELINES FOR SUBMITTING ARTWORK (cont'd)

When preparing artwork for large- or grand-format printing, the requirements can differ significantly from those used in traditional or offset printing. The guidelines below are designed to guide your in-house design team, third-party agency, or any other parties involved in graphics and signage to achieve the best possible print output.

Compatible File Formats

Adobe Acrobat

- Print-ready PDF requirements
 - Set art to page and final output dimensions.
 - If paneling or seaming is needed, please include the full layout.
 - Save or export the file directly from your native software to PDF—avoid “printing” to PDF.
 - Use Acrobat 6 (PDF 1.5 or higher) with edit capabilities/layers enabled.

Adobe InDesign

- Packaged INDD file, including all non-Adobe fonts, linked files, and any necessary archives
- Please include a PDF for reference

Adobe Illustrator

- Packaged AI file, with all non-Adobe fonts, linked files, and any necessary archives, and saved with PDF compatibility enabled
- Please include a PDF for reference

Adobe Photoshop

- Include layers in the file whenever possible to preserve editability

Incompatible File Formats

To ensure the success of your project, please refrain from using the following file formats for large format printing. These programs often produce low resolution, distorted images and do not support the necessary adjustments for optimal print output:

- Canva Files
- Kittl Files
- Microsoft Paint Files
- Microsoft PowerPoint Files
- Microsoft Word Files

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General Requirements/Notes

- Provide brand guidelines and all assets (fonts, images, color callouts, logo usage, etc.)
- True vector art is preferred when possible. This will ensure optimal output quality.
- Include/package all links (avoid embedding images when possible)
- Include high resolution images for best print quality
- We have access to all Adobe Fonts—please include/package any non-Adobe fonts
- Always view the artwork at its final output size to confirm image quality
- If scaled, please use a simple proportion—1:10 scale preferred
- Please keep file sizes under 2GB to avoid potential issues during processing.

Raster Art – Native or Linked

- CMYK color space preferred but RGB is acceptable
- DPI at final output size (Based on viewing distance of 2ft):
 - Rigid substrates: Minimum 75 DPI/Maximum 200 DPI
 - Banners: Minimum 50 DPI/Maximum 100 DPI
 - For information on DPI (dots per inch), please visit [this link](#).
- Please keep in mind that as you enlarge images, resolution and quality decreases
- Composited artwork must be layered if any editing is required, to ensure best results
- To learn more about the difference between raster and vector art, please reference [this resource](#).

Vector Art – Native or Linked

- Die Cut/Routed Graphics: All cut paths should be placed on a separate top layer
- Convert spot colors to CMYK before blending to avoid color shifts
- Minimize the use of transparency and blend effects, as it may produce unexpected results. If using transparency is necessary, please provide both the editable file and an editable file for reference.
- Issues can occur with
 - Extensive blending and/or effects combined with transparencies
 - Transparency blending used when in vector RGB mode
 - Multiple transparencies and/or blending using vector gradients
- To reference the differences between raster and vector art, please go [here](#).

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Color Matching

We normalize all graphics to GRACoL2006 Coated1v2 output standard for all our large and grand format printed graphics. To provide the best possible match across all printed materials:

- Stay consistent in color mode
 - Use either CMYK or RGB color space for the whole project
- Stay consistent in show color definitions/builds
 - Use consistent color swatches either CMYK, RGB or Pantone colors
- Print ready graphics setup in CMYK or RGB mode will vary output
- Please provide a hard copy color proof for any intended match to a build and/or graphic if possible
- Undefined spot colors without physical reference will convert to destination
- Our system will convert all out of gamut colors - including PANTONE spot colors - to output space as accurately as possible, but clipping may occur. Print samples are available upon request.

Finishing

Banner (grommated):

- No graphic bleed required
- Avoid placing logos or text 2" from grommated edge

Banner (pocketed):

- No graphic bleed required
- Avoid placing logos or text in pocket area (Calculated as pole pocket size + 1")

Banner (wrapped on frame):

- 6" of graphic bleed required

Fabric/Dye Sublimation (SEG/pillowcase/structure):

- 2" of graphic bleed required
- Avoid placing logos or text 2" from perimeter edge

Rigid signage:

- All standard straight cut graphics do not require graphic bleed

Rigid signage w/base (meterboard/hoofer):

- Allow for the bottom 6" to be covered by the base

Routed/Die cut graphics:

- 1/4" graphic bleed required outside of cut path(s)

Overlay panels:

- Graphic perimeter will not be covered, so no bleed is required Standard insert panels:

Standard insert panels:

- 1/4" of graphic perimeter will be covered by channel

Note: Please refer to CAD drawing for gap adjustments between paneled graphics (knockout of 1.25" or 2.5" depending on the metal used)

*** Graphic templates are available upon request**