



### **Art Preparation Guidelines**

These are generic guidelines required for the production process and to help us produce the best quality print for you in the timeline you desire.

Note: we recommend the use of our Template whenever available.

### **Accepted file formats:**

- **Preferred: Adobe Illustrator® CS5:** .eps or .ai; (outlined fonts and vector arts will appear sharper)
- Adobe Photoshop® CS5: .psd, .eps files or **.tif with lzw compression** for large file.

Submit file in native file format *(Using alternate art file formats may result in printing difficulties, undesired results, and additional art preparation charges.)*

- Convert all fonts to outlines and/or rasterize any type layers in Photoshop® files.
- Appropriate bleed around perimeter.
- Proportions of the art should match the desired final size.
- Send your layout on template when available **at 50 or 25% scale**.
- Do not apply global effects.
- Do not embed linked files. Maintain all links and provide high resolution .tif or .eps files.
- Do not flatten transparency and other effects in your files.

*(Transparency effects in vector design programs may experience printing difficulties and undesired results. Transparent colors are affected when underlying colors need to be adjusted. Define colors as percentage of spot color when appropriate to image).*

- When sending Photoshop® files, include a layered PSD file and make sure to include all linked images.
- Save all images at the appropriate resolution at final print size. Do not "rez-up" low resolution files to a higher resolution.
- Convert files to CMYK.

**Raster image resolution:** 100 dpi at full size for both print and linked files.

**PMS® Match:** Uncoated using an updated **Pantone® Color Bridge®**.

**Color Mode:** CMYK

### **Mural Popup display:**

- Mural files must be built in one single layout.
- Illustrator® special effects such as transparencies, glows or drop shadows are not always recommended as they can sometimes produce unpredictable results after output. Photoshop® is preferred when using these special effects for murals.
- Try to minimize the amount of type that crosses over the panel breaks.
- End panels may not be fully visible from the front.

### **Color Matching**

This is a CMYK digital print and it is important that you provide color matching information with your art files. If you provide us with Pantone® color using an updated **Pantone® Color Bridge®**, we will match defined colors as closely as possible, however the 100% reproduction of defined colors (PANTONE®, RAL®) is not possible.

If you are concerned about color matching, we recommend printing a sample at additional cost and production time. You may also send a color copy, proof, or color chip to color match

### **Electronic proof:**

A low-resolution e-proof will be provided as verification of content and placement only. It should not be used to evaluate color and resolution. Image defects may not be visible unless the original is viewed at 100 percent. We recommend that files be 100 dpi at final size. Resolutions less than recommended may yield less than optimal results.