

Graphics

Artwork Guidelines 2011



BEST ACCEPTABLE FILE FORMATS

Illustrator CS5 or below
Photoshop CS5 or below
InDesign CS5 or below (not preferred)

Photoshop and Illustrator files are preferred, as they are more suitable applications for large format printing. Design 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 but acceptable. These effects sometimes have unpredictable results when printing in our system. Photoshop is preferred when using these special effects.

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.

COLOR SPECIFICATIONS

All files are printed as CMYK format. Please send files with a CMYK build. Please provide a PDF layout or hard copy proof of the files being printed.

If Pantone colors need to be matched please specify on purchase order or hard copy proof. All critical Pantone colors need to be called out in the file as Coated or Uncoated swatches.

If color matching is required for Photoshop files please provide a layered file. Art time may be charged to correct flattened Photoshop files.

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 100-300 pixels per inch at 100%. 72 dpi is acceptable but results vary....

VINYL CUT GRAPHICS

All of the artwork must be set-up as vector files **with fonts created to outlines.** No gradients are accepted for cut vinyl. Please assign Pantone colors for matching.

SUBMITTING ARTWORK FILES

Files are accepted by Email (up to 10MB), yousendit site or similar, DVD and CD. Files can be uploaded to personal FTP site. Please supply all FTP site guidelines. Inkmonster FTP is available upon request.

MURALS | POPUP GRAPHICS

Mural files must be built as one file. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

TEMPLATES FOR PRODUCTS ARE AVAILABLE UPON REQUEST.