



# Print Requirements

The following guidelines are designed to save you time, effort and avoid any additional file set up charges. Correct preparation of your files is crucial to meeting deadlines. This will help ensure your art and brand shine!

## Copyright disclaimer

Users acknowledge that all images, names, dates, and other content added to their design are correct and they own all copyrights to them or have full authorization to use them.

## File type requirements

**Vector:** AI, EPS, SVG, PDF

**Raster:** JPG, TIFF, PDF, PSD

**Resolution:** 300 DPI

**Maximum file size:** 1 GB

**IMPORTANT:** Raster images should be 150 DPI for files *under 4' x 4'* at final output size. Raster images should be 300 DPI for files *over 4' x 4'* at final output size.

## Document setup guidelines

Request specifications for the specific product you are designing.

- ▶ If your graphic contains photos as well as logos, copy or line-art, set up your document as a page layout in InDesign or Illustrator.
- ▶ When creating a display that stretches across multiple panels, always set your file up as one continuous layout.
- ▶ Include bleed for trimming on all of your graphics. See bleed specifications on the next page.
- ▶ Vector files may be created at any scale as long as the proportions are correct.
- ▶ Do a Collect or Package to gather correct fonts and linked/placed images. Convert all text to outlines if you are not providing us with the fonts used in your files.
- ▶ We always request artwork is sent in its native format with all links and fonts included. Programs like InDesign offer the option of exporting your layouts as self-contained PDF files for output. We will require approval of these non-native files to print as is with no color adjustments (we will need to “rasterize” or flatten these PDF’s).
- ▶ Avoid using auto trace options or making clipping paths using magic wand selections. These typically are not clean and smooth. Taking the time to draw your paths will produce the best outcome.
- ▶ If you have specific colors you would like matched, do not use a transparency or opacity feature to achieve a certain color. Instead, assign a color value or use a tint.
- ▶ Creating gradients in InDesign or Illustrator can cause banding on the final output. Please create gradients in Photoshop and link them into your page layout program.

## Color matching

It is almost impossible to match provided laser prints when doing image color correction. Please understand that color is device dependent. The same digital color will print differently on different output devices and media.

- ▶ Use PMS (Pantone Matching System) Solid Coated numbers for specifying vector file colors. We will adjust spot colors to the closest possible match for the output device and media.
- ▶ If we will be matching against something other than a PMS color, make sure the sample is large enough.
- ▶ Please keep all color profiles consistent across your project's collateral images. Mismatched profiles can cause unexpected color shifting and/or inconsistent output. New files will be requested if color spaces do not match.
- ▶ If color needs to be consistent with previous order please include this information on your purchase order
- ▶ For color matching, all artwork must remain in a layered format.
- ▶ If a Pantone color is specified but coated or uncoated is not, our default is coated.
- ▶ Colors such as fluorescents, neons, and metallics cannot be replicated. Please choose a complimentary standard Pantone color.

## Bleed

It is very important to provide us with the appropriate amount of bleed. Design elements should not be positioned too close to the outer edges of the document. If your output is on fabric and the material shrinks during heat transfer, those design elements could be cut off.

- ▶ All fabric requires 3–4 inches of bleed (depending on panel thickness) on all sides beyond the final trim size.

## Image resolution

Resolution specifications apply only to raster files. To maximize image quality do not rasterize vector graphics or fonts.

- ▶ Images should be 150 DPI for files under 4' x 4' at final output size.
- ▶ Images should be 300 DPI for files over 4' x 4' at final output size.