General Guidelines

Raster Image Resolution Requirements:

Resolution at Full Size	Maximum	Preferred	Minimum
Fine Art	200	150	100
Display Quality	150	100	75
Billboard	50	25	12.5
Offset Printing	400	300	300

Resolution at 1/12th Scale	Maximum	Preferred	Minimum
Fine Art	2400	1800	1200
Display Quality	1800	1200	900
Billboard	600	300	150

Fine Art - Canvas, Photo, Watercolor

Display Quality - Banners, Stage Backdrops, Mesh Banner, UV Printing, Adhesive Vinyl, Wallpaper, Duratrans

Billboard - Billboard, Building Wrap Mesh

Rigid Sheets - Sintra, Gator Board, Lexan

Fabric - SEG, Backlit and Front lit

Offest Printing - Business Cards, Post Cards, Brochures, Flyers

Colorspace:

All files should be in CMYK color space except for Canvas, Photo, Watercolor, and Duratrans which should be supplied in RGB. Embedded color profiles should set to US Web Coated (SWOP) V2 for CMYK files and Adobe RGB (1998) for RGB Files.

File Formats:

• Photoshop - PSD, TIFF, EPS, PDF, JPEG, PNG

• Indesign- PDF or native files preflighted & packaged for output

• Illustrator - AI, EPS, PDF (outline all fonts, and embed any linked graphics)

• Any other graphic program capable of creating an acceptable PDF, TIFF, EPS, JPEG, PNG file

Please Compress or Zip any multiple file jobs in one folder for sending. If using the FTP to transfer images, please notify us when the files have completed their upload. Note: All the software programs we use are latest edition.

Sizing:

Files under 200" can be built at either full size. Files larger than 200" must be built at scale, (1:2, 1:4, 1:10, 1:12, etc.).

All files should contain .125" bleed on all sides except for:

• Billboards with pockets which require 6" of bleed on all sides (.5" at 1/12th scale)
• Gallery Wrap Canvas prints require .625" bleed for standard bars or 1.625" for heavy duty bars
• Fabric prints require 1.5" bleed on all sides for SEG and non SEG fabric panels.

Design issues to watch out for:

• Never set anything to overprint

• Graphics with multiple blending mode layers, it is best if the effects are flattened to avoid any issues with the rip conversion.

• When using solid areas of black make sure to build a new color in the color list "Rich Black" with the following color values; Cyan 60%, Magenta 60%, Yellow 40%, Black 100%. This will give your print a richer/denser feel. (Note: this is only for large black ink areas, DO NOT use rich black for small text or thin lines or run risk of blurring your image)

• In the process color mode using Cyan, Magenta, Yellow, and Black ink, not all PMS colors can be matched 100%. Blues In the CMYK process will begin to shift towards purple with less that a 30% difference between the Cyan and Magenta.(ie C:100 M:70 Y:0 K:0)