

ART GUIDELINES

We use state-of-the-art printing processes specific to each individual display that include lambda, high-end ink jet, dye-sublimation directly onto many fabrics and direct-to-substrate printing.

We work with many manufacturers and printers, each with their own specific art guidelines. We can provide specific art guidelines and templates for every job.



Designing for large format can be easy. The following tips will save you time & effort, decreasing your production turnaround time:

- 1.) COLOR MATCHING - all color matches require a Pantone color (or PMS# color)
- 2.) DPI and FILE SIZE - work in full size whenever possible, however if the file is too large you can set up files at 1/4, 1/3 or 1/2 scale and adjust dpi accordingly. Set files up to 100 DPI at the FINISHED SIZE.
- 3.) EMBEDDED IMAGES - never embed files within your design. Always include a separate file or "support file" for every placed image. Embedded files cannot be checked for quality or adjusted for color.
- 4.) FONTS - we prefer to have all text converted to outline.
- 5.) MULTIPLE PANEL PROJECTS - when creating multiple panel files, set up as ONE IMAGE at the exact combined width. Attempt to have fonts and logos miss panel splits or cuts.
- 6.) PROOF LAYOUT - whenever possible please include a PDF or JPG proof of your design to reference compared to full size art.
- 7.) RGB or CMYK - when setting up RGB or CMYK, if the art is Raster (i.e. Photoshop) use RGB, if it's vector use CMYK. Ultimately it is image dependant and will be analyzed by our color specialists.
- 8.) SOFTWARE - every printer is different, but overall our preferred software is Adobe Illustrator, Photoshop or InDesign with vector elements and/or high resolution images.