Graphic Prep Guidelines

DISPLAYS2GO
CONNECTING PEOPLE & BRANDS WITH THE WORLD

Recommended Software

- Adobe Illustrator CC - files must have placed (linked) images (not embedded)
- Adobe InDesign CC - including all placed images, logos, fonts and other elements
- Adobe Photoshop CC - including layers, paths and channels
- We do NOT accept files from Microsoft software. (i.e. Powerpoint, Excel, Word or Publisher)

File Preferences

- Acceptable file formats: .pdf, .eps, .tif, .psd, .ai, .indd
- Preferred file color setting - CMYK with Pantone Matching System (PMS) call outs
- Type, logos and illustrations must be provided in one of the formats listed above, not as bitmapped art.

One of the many services we provide is color correction or color matching across an array of printers. This makes receiving the native files necessary. PDFs are acceptable, but not recommended, as the custom nature of much of our printing and finishing will require our Prepress Department to edit these files by opening them in Illustrator or Photoshop. If creating a PDF is the only option, be sure include all fonts or convert them to outlines and embed the links.

File Setup

- **Provide a hardcopy of the document** (a pdf hardcopy if supplied digitally). Indicate any PMS callouts in the hard copy.

- PMS colors should be applied in the artwork or native files must be provided to avoid rasterizing art and ensure proper color matching. PMS colors should remain spot colors, do not convert to process color. The **Pantone Solid Coated** swatch library is our reference standard. *Make sure spot colors from mixed libraries are not used in the document, i.e.: PMS 185 C, PMS 185 U and PMS 185 CVC.*

- **Include all fonts** or convert them to outlines.

- **Include all supporting links** instead of embedding them. Make sure Photoshop links are at least 100 ppi at final print size.

- To make sure that all links and fonts are included, **use "Package" feature in InDesign and Illustrator**.

- Add 1 inch of bleed to documents.

- Files under 200 inches can be built at 100%. Files over 200 inches should be built at 1/2, 1/4, 1/10 or 1/20 scale. **Please include output scale in the document**.

- To better avoid banding issues, **build gradients in Photoshop** when possible, so they are at least 100 ppi at final size.

- Make sure all **related documents are created in the same color space**, especially if they are intended to match each other. Art created in both CMYK and RGB will not match each other when printed without additional file correction done by our Prepress Department. This service will incur additional charges.

- **Do not use any trapping or overprinting attributes.**

- Save your final artwork **at least as 100 dpi at print size**.

- **For artwork that spans multiple panels**, please set up in Illustrator as one file with multiple artboards. **Avoid running text or critical images across the seam** of 2 panels. This will help our printer ensure precise line up.

Artwork Upload Instructions

1. Zip FABRIC graphics files together and name the file *"(Company).FABRIC.(Order #).zip"* (or .sitx).
2. Zip SINTRA graphics files together and name the file *"(Company).SINTRA.(Order #).zip"* (or .sitx).
3. Upload to our provided Dropbox link.
4. Simply leave your browser open until the upload has completed, and we will be notified that your files are ready!
5. Send a low-res PDF or JPG of each art file to your customer service rep for easy reference of overall design AND include any PMS color match requirements.