



QUICK LIST

LOGO FILE FORMATS

Vector art with .eps or .ai extensions are preferred. Raster or flattened art (.jpg, .tif or .bmp) may be acceptable IF they are provided at a minimum of 200 dpi at final print size.

DESIGN PROGRAMS

Artwork should be created in Adobe Illustrator, Photoshop or InDesign. All print files should be provided in their native format.

FILE SIZE

Set up file size or artboard to 1/2 actual print size. Anything over 200" should be 1/10 scale. Bitmapped images must be 200 dpi minimum and 800 dpi maximum at final print size.

TEXT

All text should be converted to outlines or provide font files.

Client Supplied Art Guidelines

PLEASE CALL WITH ANY QUESTIONS

Accepted File Types

LOGO FILES

We prefer vector files for all supplied logos. Also referred to as line art, vector file names should end with the extension of .eps or .ai.

Although it is not best, we will accept bitmapped logo files as long as they are saved at a minimum of 200 dpi when it is at its final print size. You can learn more about vector vs. bitmapped files in the next section. If you do not have a vector logo file or a large 200 dpi bitmapped file, we can vectorize your jpg logo for a nominal fee. Vectorizing bitmapped art may delay your proof or quote by 24 hours.

PRODUCTION-READY ARTWORK

We accept artwork created in Adobe Illustrator, Photoshop and InDesign. All print files should be provided in their native format. We ask for native or layered files because we may produce your graphics by different processes. Native files allow us to better control color and consistency.

More information can be found on the requirements for each Adobe program in the next section.

If you do not have native or layered files, we can still accept raster or flattened final artwork (.tif, .jpg, or .eps). Be sure that any bitmapped images are a minimum of 200 dpi at final print size.

SUBMISSION REQUIREMENTS BY PROGRAM



ADOBE ILLUSTRATOR (.ai)

- Provide in native format with resources linked, not included
- Raster images must have an input resolution of between 200 dpi and 800 dpi
- Convert text to outlines, or supply all fonts if you are working from PC
- It is not recommended to use the shadow, transparency or color management features in AI

ADOBE PHOTOSHOP (.psd)

- Provide in native format, keeping separate layers intact
- File resolution must be from 200 dpi to 300 dpi
- Rasterize font layers, or supply all fonts if you are working from PC

ADOBE INDESIGN (.indd)

- Provide in native format with separate resource files included.
- Raster images must have an input resolution of 200 to 300 dpi
- Convert all text to outline, or supply all fonts if you are working from PC

File Size

DOCUMENT SETUP

Documents should be set up at full size or in direct proportion to the provided size. For scaled-down files, set up file size or artboard to 1/2 actual print size. Anything over 200" should be 1/10 scale.

BLEEDS

Where a large bitmap or background image is used, it is encouraged to use a bleed. (1/4" is fine)

When a bleed is used, or file is not set up to finished print size, please indicate print area with cropmarks. The sizes we provide are always cut sizes.

FILE RESOLUTION

All bitmap image resources must be a minimum of 200 dpi, and a maximum of 800 dpi. All resources for formats other than Photoshop must be included and linked.

Linked resources give us the ability to check resolution on bitmap images (see "Bitmap art" below). We cannot guarantee the visual quality of a print from a file with embedded resources.

Although it is not best, we will accept raster or flattened final artwork (.tiff, .jpg, or .eps) at 200 dpi to 800 dpi at final print size.

MORE CONSIDERATIONS

Each finished graphic should have its own file. The only exception to this is when your layout spans multiple separate or cut-up panels. In that case, keep the entire mural as one file, and note any breaks with guides or marks.

Fonts & Color

FONTS

We prefer all text to be outlined, thus alleviating any problems with font drop during print stage. Please provide fonts used in the packaged file.

COLOR MATCHING

RGB and CMYK are accepted but all files should have a consistent color space. Please specify all colors be matched as PMS.

Different graphics containing critical logos, type or imagery should all be created in the same program, since color libraries may vary from one program to another.

Depending on the finished print process, there may be an extra charge for specific color matching.

Sending Artwork

PROOFS

It is always recommended to supply us with a set of proofs. Low resolution jpgs or screenshots of the art are accepted for this purpose. If you are mailing us files on disk, color printouts are also helpful.

FILE PREPARATION

Package your InDesign or Illustrator files to collect source files and fonts into a project folder. Select the project folder, the proof file(s), and/or native file(s), and compress them into a zipped folder (Windows: right-click > send to; Mac: control-click > compress items).

Upload your artwork to:
<https://goo.gl/ZGgS89>

Vector vs. Bitmap



ZOOMED-IN VECTOR



ZOOMED-IN BITMAP

Vector Files

Vector artwork (also referred to as “line art”) is created with points, lines, curves and shapes.

Because vector-based graphics are based on mathematical formulas, they can be cleanly enlarged to any size without a loss of quality (unlike bitmapped files that are limited to a set number of pixels).

Not only does their scalability make vector files ideal for large printing projects, they are easier to adjust, especially when it comes to color. Vector file sizes are also significantly smaller than high resolution bitmapped files, making them easier to process and share.

For these reasons, we prefer to have our customers send vector files whenever possible.

Bitmapped Files

Bitmapped art (also referred to as “raster”) uses a grid of colored pixels to create an image. Resolution describes the amount of pixels per square inch. An image’s quality depends on its resolution. A higher resolution means there is a higher concentration of pixels per square inch, which increases the image quality.

Our printing processes require a minimum resolution of 200 dpi when the image is at its final print size.

As you enlarge the print size of a bitmapped file, resolution will decrease. For example, a file that is 200 dpi when it is printed at 10” will only be 100 dpi if you print it at 20”. When the dpi gets lower, you will notice more pixelation instead of seeing smooth lines.

If you do not have a vector logo file or a high enough resolution bitmapped file, we can vectorize your bitmapped file at a nominal fee. However, this may delay your proof or quote by 24 hours.