

ART SETUP GUIDELINES

SUPPORT DOCUMENT FOR PICTURE PANELS

The following guidelines are created to save you time, effort, and additional file set up charges.

Correct preparation of art files is crucial to meeting deadlines. This will help ensure your art and brand shine!

FILE SETUP

- Preferred file format: InDesign, Illustrator and Photoshop. Native layered files, non-flattened files
- Indicate any cutouts, die lines or white channels on a separate labeled layer
- White channels should be built as a spot color (cyan or magenta) for visibility
- Include bleed for trimming and finishing
- Collect or Package to gather fonts and linked or placed images
- Convert all text to outlines, unless providing us with the fonts
- Set file up as one continuous layout if art stretches across multiple panels
- Gradients created in InDesign or Illustrator often result in banding on the printers. Please create gradients in Photoshop and link them into your file

- Logos and line art should be supplied as a vector file for best results, see example below



Vector Art
.eps, .ai, .pdf



Raster Art
.psd, .tif, .jpg, .png

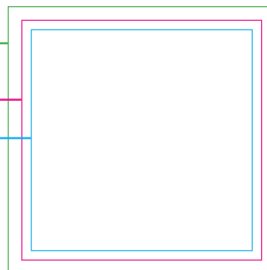
BLEED

- Fabric requires 2" of bleed on all sides, 4" total
- Canvas requires 2" of bleed on all sides, 4" total
- All other materials require .5" bleed on all sides, 1" total
- No critical text, logos or imagery outside the safe/live area

Bleed

Finished Size/
Visual Opening

Safe/Live Area



COLOR

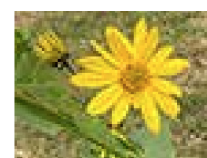
- Our rich black is 40-40-40-100
- We cannot guarantee an exact PMS match. We can simulate as precisely as possible within the color gamut of the four color (CMYK) process
- Use PMS Solid Coated numbers as reference
- Make sure color profiles are consistent across all files being sent
- If color needs to be consistent with a previous order, please indicate that on your PO
- For spot color referencing, all artwork must remain in a layered format
- Colors such as fluorescents, neons and metallic

IMAGE RESOLUTION

- Preferred PPI is 150-200 at full size



200 PPI



50 PPI