

# ART REQUIREMENTS:

# FILE PREP GUIDELINES

- THE FOLLOWING GUIDELINES ARE DESIGNED TO SAVE YOU TIME AND EFFORT, WHILE DECREASING YOUR PRODUCTION TIME, THUS PRODUCING THE BEST QUALITY PRINT POSSIBLE •

## Page 1:

- Designers Quick Tip Sheet
  - A one page quick reference guide of our art requirements

## Page 2:

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## HERE ARE SOME QUICK TIPS FOR DESIGNING FOR LARGE FORMAT:

### 1. COLOR MATCHING

Please include any critical color matches required in artwork or on purchase order. True spot colors, or CMYK or RGB builds are not accepted. All critical color matches are matched to their best possible interpretation for that specific output device. Hard copies supplied (such as photos, business cards, brochures, etc) can also be used for color matching. If color needs to be consistent with previous order please include this information on your purchase order. For color matching ALL artwork must remain in layered format. A more comprehensive guide to color matching is included on Page 2.

### 2. DPI and FILE SIZE

To save transfer time, setting up files at a scale of their final output is optimal. BE SURE that all raster assets will be at least 100 dpi at final 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 and may act unpredictably when ripped at output.

### 4. FONTS

Convert all text to outlines before sending files for output. If fonts are sent preserved, send in Postscript format if possible.

### 5. MULTIPLE PANEL PROJECTS

When creating a display that stretches across multiple graphic panels, ALWAYS set up as one continuous layout. If layouts are set up separately our Technical Support department will always contact for a new layout, which could cost production time. If new artwork cannot be provided, additional composition charges could be incurred to recreate.

### 6. PRINTED LAYOUTS

Whenever possible please include accurate printouts of your design. Although colors may be somewhat different due to the many output devices used for proofing, an accurate layout helps confirm the composition of the file. If any fonts are linked incorrectly or images shifted, our preflight department will have an accurate map to reference. For e-transferred files, a flattened screen shot will work as a quick reference of the layout.

### 7. RGB or CMYK

- Select/Lambda - print profile requires CMYK.
- Colossus/Print-On-It/Solv-it - print profile can be either CMYK or RGB.
- \* Make sure ALL artwork is set up in a consistent color space.
- \* If unsure of print process, please consult your Account Representative.
- \* If layouts are not provided in the correct color space for the specific output device, color shift may occur when converting to our color space.

### 8. SOFTWARE

Current with all Adobe Creative Suite - InDesign, Photoshop, and Illustrator. Quark Xpress also accepted.

### 9. BLEED

Please provide all artwork files with 2" overall bleed. Different bleed specs for Xpressions® SNAP™ and Xpressions® Salesmate™. See pages 6 & 7.

### 10. SEND ART IN NATIVE FORMAT

Programs like Quark and InDesign offer the option of exporting your layouts to self-contained pdf files for output. We always request artwork is sent in its native format with all links and fonts included. If not we will require approval of non-native files as to print as is (in many instances we will need to "rasterize" or flatten these pdf's).

## COLOR MATCHING:

The Graphics Department will convert the images into the correct color space for the specific output device. If you would like a specific color to be matched, please include the desired color either in the artwork, or via email or Purchase Order. All critical colors are matched to their best possible interpretation for the specific output device. Hard copies, print outs, and photos can also be used as targets for color matching.

\*If a Pantone color is specified but coated or uncoated is not, our default is coated.

\*Colors such as flourescents, neons, and metallics cannot be replicated. Below is a list of the color books we currently have in house:

Pantone Solid Coated (ex: 485C)

Pantone Solid Matte (ex: 485M)

Pantone 4-Color Process Uncoated (ex: DS 303-1U)

Patone Goe Coated (ex: 125-35-5C)

Pantone Tints Coated (ex: 485C@50%)

\*Tints are in 10% intervals ONLY

Pantone Solid Uncoated (ex: 485U)

Pantone 4-Color Process Coated (ex: DS 303-1C)

Pantone Color Bridge Coated (ex: 485PC)

HKS K 3000 Plus (ex: HKS 53K)

Pantone Tints Uncoated (ex: 485U@50%)

\*Tints are in 10% intervals ONLY

## SOFTWARE / FILE FORMATS:

We keep up with the most current Adobe Creative Suite available.

### -Preferred file formats:

Adobe Illustrator AI, EPS

Adobe Photoshop PSD, TIFF, EPS

### -Alternate file formats:

Adobe InDesign INDD, INX, IDML (CS5)

QuarkXpress QXD

**Additional Note:** Quark and in some instances InDesign, will not retain photo cropping information when exporting file as an eps to open in Illustrator. When file links are updated your photos will not relink correctly. Please provide a viewable pdf file for any art created in InDesign or Quark. Documents are still requested for the print file, not pdf or eps.

## PPI AND FILE SIZE:

Work in full size when possible, however you may set your artwork up at any size as long as it scales proportionately to the final dimensions. When setting up files in photoshop, resolution should be at 100ppi at final size. For example, if you wish to set up your artwork at a quarter size of the final dimension and your final dimensions are 72"w x 96"h, then your art at quarter size will be 18"w x 24"h @ 400ppi.

### - Resolution Formula:

$$\frac{\text{Width of final graphic (inches)}}{\text{Width of original (inches)}} \times \text{Desired resolution (PPI)}$$

### - Example A:

A 5"w x 4"h transparency image that needs to fill the entire background of a 72"w x 96"h graphic:

$$\frac{72''}{5'' \times 100 \text{ ppi}} = 1,440 \text{ ppi} \quad * \text{The transparency needs to be scanned at 100\% @ 1,440 ppi.}$$

### - Example B:

A stock photo 20"w that needs to fill the entire background of a 72"w x 96"h graphic:

$$\frac{72''}{20'' \times 100 \text{ ppi}} = 360 \text{ ppi} \quad * \text{The stock photo needs to have a minimum resolution of 360 ppi.}$$

## VECTOR ART:

Vector art consists of lines and curves that are mathematically defined objects. When viewing art in outline mode you can see the points or vectors connecting your lines and curves. They can also be seen when using the pen tool or editing the points along a path. Vector art is ideal for type and drawn shapes because they can be enlarged to any size while maintaining crisp outlines and details without sacrificing quality. The distance between the vectors is calculated mathematically and is not dependent upon resolution.

# VECTOR

# VECTOR

Points

## RASTER ART:

Raster images consist of colored squares, called pixels. They are created by combining a series of various colored pixels. Digital photographs are made up of pixels. If you view a raster image at 200% or more you are able to see the individual pixels that make up the image. Raster images are dependent upon resolution so image enlargement is limited by the original size at which the file was created. If a file is produced at a size that is larger than its resolution will allow, the quality will decrease. Printing a low resolution file will result in pixelation. Individual pixels are large enough to be easily discernable. Increasing the resolution will not solve this problem if there are not enough pixels to begin with. The program will add more pixels based upon estimation of their location and will then assign their neighboring pixels' color value. This may cause an image to look muddy.



Raster image at high resolution



Raster image at low resolution

# What is SEG FAQ

To limit getting the graphic dirty during installation, keep the set-up area clean by using a drop cloth and wash your hands prior to setup. You may want to consider purchasing inexpensive white cotton gloves. Wearing the gloves while handling the graphic will minimize the transfer of dirt and oils to your graphic.

## What is the preferred file set-up for SEG?

We keep up with the most current Adobe Creative Suite available.

Preferred file formats: Adobe Illustrator EPS, Adobe Photoshop PSD, TIFF, EPS

Alternate file formats: Adobe InDesign INDD, INX, QuarkXpress QXD.

**Additional Note:** Quark and in some instances InDesign, will not retain photo cropping information when exporting file as an eps to open in Illustrator. When file links are updated your photos will not relink correctly. Please provide a viewable pdf file for any art created in InDesign or Quark. Documents are still requested for the print file, not pdf or eps.

Work in full size when possible, however you may set your artwork up at any size as long as it scales proportionately to the final dimensions. When setting up files in photoshop, resolution should be at 100ppi at final size. For example, if you wish to set up your artwork at a quarter size of the final dimension and your final dimensions are 72" w x 96" h, then your art at quarter size will be 18" w x 24" h @ 400ppi.

## Additional Art Preparation Tips

- Adding 1" of bleed to files will help our Digital Imaging department when setting up files to print. Make sure to note when bleed is added so we know whether to crop or scale down artwork.
- Zoom in on line art to check all points and intersections. Too many points can make the art look like straight lines make up the curves. Similar to laying down matchsticks to make a circle.
- When creating a gradient, avoid using stepped blends because the maximum number of steps allowed in Illustrator may band on large format graphics. Using the linear and radial gradient options will produce the best output.
- Scan across Photoshop print file at 100% at full size to check for dirt, specs, hairs, and spots.
- Avoid using auto trace options or making clipping paths using magic wand selections. These typically are not clean and smooth. Taking the time to draw your paths will produce the best outcome.
- If you have specific colors you would like matched, do not use a transparency or opacity feature to achieve a certain color. Instead, assign a color value or use a tint.

## What is standard turnaround time for SEG?

Typical turnaround time is per customer request. Larger jobs require more production time and should be scheduled accordingly.



# What is SEG

Determining Opening Size:  
Measure from outer edge of SEG graphic channel to opposite outer edge of SEG graphic channel.

