

GRAPHIC GUIDELINES & FTP INSTRUCTIONS

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FILE FORMATS

We accept the following formats:

Adobe Illustrator CS3 (or lower version)

- Multiple panel murals must be created on one single page. Do not tile panels onto multiple pages, unless there are hard color breaks. Try not to have the panel breaks run through letters or logos if at all possible.
- Files should be flattened without hidden layers; otherwise, it will not print.
- Submit only what needs to be printed.
- File should be saved as an EPS in CMYK.
- All fonts MUST be converted to outlines (Type > Create Outlines).
- All raster images should be embedded and not linked.
- If any filters are applied (e.g., blurs or gradient mesh) the file must be rasterized in Photoshop and saved as a TIFF for final artwork submission.
- To help get a smoother gradient without banding, the gradient should be created in Photoshop with noise added (from 1 to 3), saved as a TIFF, then brought back to Illustrator and combined with the rest of the artwork.

Adobe Photoshop CS3 (or lower version)

- Multiple panel murals must be created on one single page. Do not tile panels onto multiple pages, unless there are hard color breaks. Try not to have the panel breaks run through letters or logos if at all possible.
- Files should be flattened without hidden layers; otherwise, it will not print.
- Submit only what needs to be printed.
- File should be saved as a TIFF in CMYK with LZW compression and ICC profiles checked on with no extra Alpha channels.
- To help get a smoother gradient without banding, add noise (from 1 to 3).

Please do NOT provide the following formats:

- Adobe PDF, Adobe InDesign, Adobe PageMaker, Quark Express, Freehand, Microsoft Word, Microsoft PowerPoint, Corel Draw

Document Size

The following is a guide on how to size your document and resolution:

Adobe Illustrator and Photoshop CS (or lower version)

- Files can be saved at 100% if software allows, or half size is acceptable.
- Files should be created at 100-150 DPI at full size or proportionately scaled. Do not submit files at greater DPI than requested.
- For custom-sized graphics, please provide a 1/4" bleed for trimming.

Color Guide

The following is a guide on color facts and how to color your files:

Color Guide Facts

- All monitors display color in RGB. Since our output is in CMYK, not spot, colors will vary. Also, since every monitor is not the same, what you see on your monitor may vary from the actual print. Usually our color outputs will be approximately 90-95% accurate.
- It is not viable to match our print to another vendor's print or to print on another substrate or media (i.e., brochure, business cards, etc.). If you want us to match against existing materials, there is a separate charge of \$100 NET per hour for this color-matching service.

Illustrator and Photoshop

If there are critical Pantones that need to be matched, please use the Pantone color swatch library that is provided with either Illustrator or Photoshop.

Proofs & Production Time

The following is a guide on e-proofs, printed proofs and production times:

e-Proofs

An e-proof is a copy of your file e-mailed back to you on a smaller scale. It is used ONLY to check typography, image placement and design elements. An e-proof is provided at no charge, but it must be requested at the time of the order along with an e-mail address to which to send it.

- **An e-proof is NOT meant for color accuracy or color matching**
- **An e-proof is NOT meant for checking image quality**
- **An e-proof is NOT meant to show actual resolution**

An e-proof will be sent within 1-2 business days following the submission of production-ready artwork. You must respond with written approval before your order is moved into production.

Printed Proofs

A printed proof is a scaled down version of the entire image to show color accuracy. If there is an issue with resolution, a full-sized (100%) swatch from the final image is also printed to show the actual resolution. We charge \$60.00 NET for each printed proof with free overnight shipping included.

A printed proof will be shipped within 1-2 business days following the submission of production-ready artwork. You must respond with written approval before your order is moved into production.

Production Time

Upon receipt of written approval of an e-proof or printed proof, production time will start the following business day. If any changes are made to the artwork during the production phase, and we have the capacity to accommodate them, all production will cease and production time will be reset to the current lead time. If a change is made after we print, your company will be responsible for the purchase of new graphics.

Disclaimers

The following are disclaimers for graphic production:

- Any defect on a graphic production must be reported within the first 5 business days of receipt of goods.
- When an artwork file is submitted without an e-proof request or a printed proof is not ordered, we will process and print the file as is. If your company is not satisfied with how the color and effects were printed, we will not be held responsible to reprint the graphics at no charge.
- Effective September 2, 2008, we will not reprint replacement panels that have graphics or text that cross over onto existing panels because the panels will not match. Therefore, a new set must be purchased.
- When artwork is submitted with text breaking, the text or graphic may not align perfectly.
- We are not responsible for checking or correcting any spelling errors or improper placements of elements.
- All graphics are made for INDOOR use only and should be kept out of direct sunlight. If any graphics become faded or otherwise damaged due to outdoor usage, we will not be held responsible to reprint the graphics at no charge.
- If we determine graphics have been mishandled, we will not be held responsible to reprint the graphics at no charge.