

# GRAPHIC SPECS & ART GUIDELINES

## GUIDE

- ▶ **Acceptable File Formats** - Editable PDF files (Hi Quality Print), EPS or Illustrator (Ai) files.
- ▶ **Color** - All files are printed in CMYK format. Please provide CMYK percentages.
- ▶ **Embed Graphics** - It is preferable to embed all art in the files. If you do not, please be sure to include all supporting art (fonts, linked images, vector art)
- ▶ **Font Specifications** - MUST be outlined. In Illustrator, select All (ctrl A) Go to Type > Create Outlines (or include fonts and linked images with uploaded print ready files).
- ▶ **Graphic Elements** - Keep type, and critical information (logos) at least 2 inches from all edges of the nished graphic.
- ▶ **No Bleeds or Crop Marks** - Create all graphics to specic dimensions. Please do not extend art over the artboards. We print directly to substrate and cut to exact dimensions (no white borders).
- ▶ **Resolution** - All raster files (hi-res photos) must be at 150-200 pixels per inch at 100%.
- ▶ **Specify** - Substrates, single or double-sided, quantities, grommets or pole pockets on banners.
- ▶ **Stand-Alones (36" x 84")** - Please keep all logos, type, and critical information at least 6 inches from bottom of the nished graphic to allow for base support.
- ▶ **Vector** - (outlined) art is always preferred because it will not pixelate if enlarged.
- ▶ **Do Not** - Please do not send artwork, logos, or graphics usingsMicrosoft or Corel.