



TradeShowPlus

Artwork Guidelines

Artwork Guidelines

To help you prepare your file for printing we have some guidelines that should be followed in order to obtain the best results.

Client Supplied Files

The client or client hired graphic artist must follow our guidelines. Files supplied by the client or client agency will be pre-flighted for correct sizing and bleeds only. It is vital that the client or agency is aware of image resolution issues prior to sending their files for print. While we might bring up resolution issues, it is not our responsibility. Files printed with resolution issues caused by poor image quality will not be reprinted. Please check your files prior to submission and order hard proofs for images in question.

We strongly suggest color hard proofs on the material prior to printing. While at an added cost and production time, proofs are the ONLY way of making sure color output is acceptable. Clients who waive hard proofs for any reason also waive their right to reprints. E-proofs supplied via email are not considered hard proofs. E-proofs are to be used for placement only, not for color or resolution. Clients are responsible for checking e-proofs for spelling and grammar errors. E-proofs approved by clients with errors will not be reprinted free of charge. Please check your proofs carefully.

Tips for Graphic Artists

Large format graphic creation can be difficult due to issues with file size and ability to find images at a high enough resolution that look good at final size. Here are a few tips:

- Use Illustrator and make vector based output. Create images and link them into the document. We cannot guarantee color on flattened files.
- Specify critical PMS colors in the vector file using the PMS solid coated color chart. Files that cannot be manipulated cannot be color matched.
- Transparencies viewed on monitors will differ from printed output. We suggest hard proofs when transparencies are being used. Please note that color matching transparencies are not possible.
- Using even simple text/graphics effects on large files can create massive file sizes making even the smallest edit take hours. Edits needed on our end could accrue art charges.
- Create all art to size and check resolution. Most mistakes with resolution come from files reduced to a percentage causing resolution issues to go unnoticed. You are responsible for image resolution.
- If your file is over 1 gigabyte, simplify your design using more vector output.

It is your responsibility to understand our requirements. We are here to answer any questions you have. Please contact our customer service department for help.

Resolution

Optimal results are achieved with images printing between 100 - 120 DPI at final size. DO NOT rez-up images: this only pixelates the image more by adding artificial pixels. Please submit images at full size.



Artwork Guidelines

Color Matching

Due to different printers, ink and media, not all colors can be precisely duplicated. We will do our best to come as close as possible to the colors you request. We cannot guarantee exact color matches. We strongly recommend ordering a printed hard proof to approve any color matches. PMS color matches start at \$15.00 per match.

If your project requires a Pantone color match, please reference a Pantone Solid Coated chart and make sure the color is included in your file. You may also send us a printout as a guide. Color matching and print proofs will add extra time to production. Please plan accordingly.

Color Matching Previous Prints

Digital printers print color differently from day to day. If you are ordering a print that needs to match one previously ordered, we must have the previous print back to color match. While there is no way of guaranteeing an exact color match, having the previous print to reference is critical. Please let your customer service representative know that print matching is required and we will make the necessary arrangements on our end.

Software

We can support both PC and Macintosh based files using:

- Photoshop CS4 – All versions up to CS4. Include all layers, paths, channels, links and fonts.
- Adobe Illustrator CS4 – All versions up to CS4. Convert text to outlines, include all linked images (Do Not Embed Images).

The programs below are not recommended for large format printing and may not reproduce correctly. Please export the file as an EPS or high resolution (High Quality Print setting) PDF suitable for large format printing.

- In-Design CS4 – All versions up to CS4, Include all layers, paths, channels, links and fonts. Convert text to outlines; include all images (Do Not Embed Images). Save as a press quality PDF
- Quark Express - Use the "Save page as EPS" feature under the File menu. Open EPS in Illustrator and convert text to outlines, include all images. (Do Not Embed Images).
- CorelDraw - Include all layers, paths, channels, links and fonts. Convert text to outlines; include all images (Do Not Embed Images).

Not Accepted:

- Microsoft Word
- Microsoft Publisher
- PowerPoint

Flattened Files

Flat files cannot be modified at our facilities except for global color changes (i.e. brightness, contrast). A flat file is useful to verify layout and position but is not recommended as a print file. There can be no guarantee of output using flattened files. Reprints of flattened files will not be authorized.

Templates

To view artwork requirements and download art templates just click on the "Graphics" link located on each product page. Link your artwork into the artwork layer of the template. Templates are created at 100%. DO NOT CHANGE TEMPLATE SIZES. You may create your images at 50% however they must be created at twice the DPI. Rasterized text will become distorted when scaled. Vector art can be scaled to whatever size as long as it is proportional to the final size. PLEASE NOTE: Dye sublimated fabric stretches so keep important graphic elements three inches from the stitch lines to assure they won't get stitched through.