PROMOTIONS PLUS RENTALS

CLIENT SUPPLIED ART GUIDELINES

Accepted formats and file types

Photoshop
Illustrator CS
InDesign
QuarkXpress and freehand (are accepted, but not recommended)
detailed instructions for each format are below

WE DO NOT PRINT FROM PDFs, or convert to an acceptable print format from a provided PDF.
Yes, we know they are widely accepted throughout the print industry. Our vibrant large format digital to photographic rip system is different than standard inkjet or color process printing. To prevent conversion errors due to remnants, non standard effects or missing resources, we have adopted this policy.

File size

Please set up file size or artboard to actual print size.
Where a large bitmap or background image is used, it is encouraged to use a bleed. (1/4" is fine)
When a bleed is used, or file is not set up to finished print size, please indicate print area with cropmarks.

Resources

All print files should be provided in their native format.
We ask for native or layered files because we may produce your exhibit graphics by different processes. Native files allow us to better color control and consistency between, for example, graphic fabric wall panels and lexan detachable header graphics.

Text

If text is used, it should either be as mac os compatible fonts sent to us with the art, or all text should be converted to outline.

Resolution

All bitmap image resources must be a minimum of 100 DPI, and a maximum of 200 DPI.
All resources for formats other than Photoshop must be included and linked. Linked resources give us the ability to check resolution on bitmap images (see "Bitmap art" below.)
We cannot guarantee the visual quality of a print from a file with embedded resources.

Although it is not best, we will accept raster or flattened final artwork (.tiff, .jpg, or .eps) at 100 DPI to 200 DPI at final print size.

Color matching

RGB and CMYK are accepted but all files should have a consistent color space. Please specify all colors to be matched as PMS.
Different graphics containing critical logos, type or imagery should all be created in the same program, since PMS colors can vary from one program to another. (AI's PMS 321 may be different from Quark's PMS 321!)
Depending on the finished print process, there may be an extra charge for specific color matching.

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More considerations

Each finished graphic should have it's own file. The only exception to this is when your layout spans multiple separate or cut-up panels. In that case, keep the entire mural as one file, and note any breaks with guides or marks.

Proofs

It is always recommended to supply us with a set of proofs. Low resolution jpgs or screenshots of the art are accepted for this purpose. If you are mailing us files on disk, color printouts are also helpful.

Sending artwork

You may submit art either by email (archive to prevent file corruption and submit under 8 MB) CD, or DVD.

Submission requirements- Details by program

Illustrator, or Illustrator CS2 (.ai)
-provide in native format with resources linked, not included.
-raster images must have an input resolution of 100-200 DPI
-convert all text to outline, or supply all fonts if you are working from mac
-it is not recommended to use the shadow, transparency, or color management features in AI

Photoshop (.psd)
-provide in native format, keeping separate layers intact
-file resolution must be from 100 DPI to 200 DPI
-rasterize font layers, or supply all fonts if you are working from mac

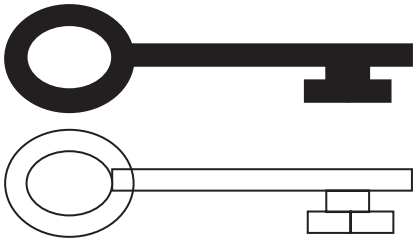
InDesign (.ind)
-provide in native format with separate resources files included.
-raster images must have an input resolution of 100-200 DPI
-convert all text to outline, or supply all fonts if you are working from mac

Quark Xpress 6.0 (.qxd) MAC OS ONLY
-provide in native format, do not convert to .eps.
-use the "collect for output" feature, and include all support files.
-raster images must have an input resolution of 100-200 DPI
-supply all fonts, and do not use the text features in the text box. For example, do not make plain text "bold," but instead, choose the bold version of the font itself for your text.

Vector art vs. bitmap art

Vector art

Vector Images consist of lines and curves that are defined by mathematical objects called vectors. Each vector is an individual element or point that is infinitely scalable. It can be manipulated by itself or in conjunction with all others (for instance, as a logo) without any loss of quality.



Bitmap art

Bitmap (also called Raster or Photographic) images consist of colored squares called pixels. Bitmap images are created by combining a series of various colored pixels, similar to the child's toy "LiteBrite." Bitmap images are said to be "flat." The more pixels per inch, (resolution or DPI,) the larger the image can be printed with quality to the eye. Bitmap files that are too small will appear aliased ("jaggy" or "stairstepped") when printed, because there are not enough pixels for that image size.