PREPARING YOUR GRAPHIC FILES

Art Craft
DISPLAY, INC.
Event Service Professionals

If you are DESIGNING YOUR OWN sign or display graphics:

All prices shown in this catalog assume that the client will provide Print-Ready art files built to our exact specifications using professional graphics software applications (such as Adobe Photoshop or Illustrator) and provided template files (if applicable). Please use the following checklist to help ensure that your sign or display art files are built correctly:

☑ **DIMENSIONS:**
In most all cases, print-ready artwork needs to be designed at 100% (actual size) final output size. If applicable, make sure to use the specific dimensions and instructions in the template file for the product(s) you are ordering, including bleed and crop marks where indicated.

☑ **RESOLUTION:**
All raster images submitted for sign reproduction must have a native resolution of **at least 90 pixels per inch (but not more than 150 ppi)** at final output size. It is helpful to view your art files at 100% zoom to get an idea of how your design will look when printed.
Re-sampling, or simply changing the pixel resolution of a raster file, is not recommended and will not improve the quality of a low-res image. Images pulled from websites cannot be used, as they do not provide the needed resolution for acceptable reproduction.

☑ **COLOR SPACE:**
For most items, artwork must be submitted in CMYK mode. RGB color mode may not produce *accurate* colors. If color *vibrancy* is more important to you than color *accuracy*, RGB color space may be used. Use Pantone Solid Coated color swatch palette for most consistent color results (see "Colors" information at bottom of page). **If a template file has been provided for the product you are ordering, always use the color space indicated in the template file.**

☑ **CONTENT:**
It is your responsibility to proofread all copy in your design before you submit art file(s). We rely solely on your approval of the proof as final verification and acceptance of the project. We cannot accept responsibility for items approved by you that may later be found in error. **Reprints due to proofing errors will be charged at full retail price.**

Acceptable File formats (in order of preference*):

PDF
• Must be hi-resolution, editable
• Preferably created using professional graphics applications
• *PDF can sometimes produce unpredictable results when special effects or transparencies are used.*

JPEG
• See "Resolution" info above
• See "Color Space" info above
• Use medium to medium-high quality image compression settings when saving your JPEG files.

Ai EPS
• Convert all type to outlines
• Supply all linked content
• *Note that Illustrator effects (drop shadows, glows, etc.) may have unpredictable results. Photoshop is preferred when using these special effects.*

PSD
• Photoshop v. CS6 or earlier
• Flatten all layers
• Rasterize all type
• Use PSB format for very large files (backwall displays).

* Whenever a template file is provided, ALWAYS use the file type indicated in the template file. We may be able to accept additional file types. If you cannot provide any of the files types above, please send us a sample of your art file(s) so we can determine if it can be used for printing your sign or display.

⚠ **We CANNOT accept any of the following file types as print-ready art files:**
Microsoft Word documents • Excel files • PowerPoint files • Publisher files • MS Paint files • Quark files • or any <u>low-res</u> JPEG / GIF / PNG / BMP files pulled from web sites.

** Files that require any additional design, layout or modification (including re-sizing) may incur at least a ½ hour minimum design/layout charge.**

Once you have completed designing your artwork, please use the following link to upload your files (there is no additional charge to use this service): **https://www.hightail.com/u/ArtCraftSigns**

If you do not have the capability or appropriate software to create the artwork as specified above, we'll be happy to give you an estimate for sign layout services for your sign order (see "LAYOUT SERVICES" below).

If you are HIRING US TO LAY OUT your sign or display graphics:

LAYOUT SERVICES:
Our layout services can turn your vision into a professional design. Our in-house designers have years of experience turning our customers' ideas into trade show displays. No design? No problem. We can take care of:
• Basic to detailed typesetting & layout
• Image placement
• We will follow your mock-ups or can layout from scratch, using your provided digital assets

Layout Estimate

$100 PER HOUR (billed in 15 minute increments)

Estimated layout time will be provided prior to the start of your project. Layout services subject to availability (only if time and workload allow).
Stock photographs* can be purchased from third party providers such as:
• www.dreamstime.com • www.istockphoto.com

* Please contact us for important information about stock photos <u>before</u> purchasing them.

Layout Examples and Time Used
Layout time varies depending on complexity of design and the types/quality of files supplied. As you can see in the examples below, the more complex the design becomes, the more layout time will be required.

Express (1-2 hours) Layout
• Simple layout & typesetting
• Vector base/hi-res graphics
• Customer must supply vector-based graphics (logo, image and text.)

Custom (3-4 hours) Layout
• Layout & typesetting
• Simple photo editing which includes cropping and color adjusting

Custom (5-7 hours) Layout
• Layout & typesetting
• Photo editing which includes cropping, color adjusting, and cloning
• Creating vector elements

Custom (8-11 hours) Layout
• Layout & typesetting
• Photo editing which includes cropping, color adjusting, and cloning
• About 15 photos used (provided by customer)
• Complex layered design

Colors: It is important to note that our large format printers do not use Pantone inks. We request that Pantone color swatches be used to give us reference points for your colors, but the final prints are made using a process color printing system similar to your home computer's inkjet printer. Specified colors will be close, but may not be exact matches. If you require color matching services, there will be an extra charge and turn-around times will generally increase by 4-6 additional business days. Please contact us for more information about color matching.

Spot Colors | CMYK