2023-24 Art Guidelines

Art & File Guidelines

The following guidelines are designed to help you set up your file so that there will be as few delays as possible in the production of your job.

Files may be MAC or PC formatted. The files can be set up in any of the following programs:

- Adobe Illustrator CC
- Adobe Photoshop CC
- Adobe Indesign CC

Please indicate any color match by specifying a PMS color that you would like to have matched.

Bitmap vs Vector Images

Vector images consist of lines and curves that are defined by mathematical objects called vectors. Vector art is created by combining various geometric shapes, such as circles, triangles, or squares. These images are resolution independent and can be easily modified and scaled without losing any quality in the final output of the graphic. Graphics that are to be cut in vinyl must be prepared as a vector file.
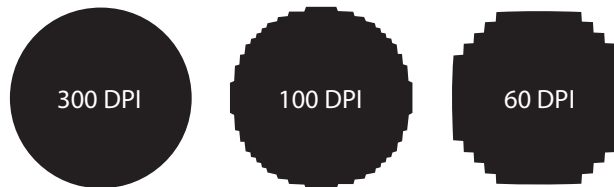
Programs that can create vector art are: Adobe Illustrator and Adobe InDesign. Extensions would include: pdf, eps. ai, and indd.

Bitmap images consist of a series of various colored pixels. Bitmap images are great for digital printing and have the ability to produce both very detailed and photo-realistic images. The more pixels in one inch (ppi) the better the image will look. If you need help finding the best resolution for your artwork, please use our DPI Guide.

Adobe Photoshop is used to create bitmap images. Extensions would included: jpg, tiff, and psd.

DPI Guide

- From 1" - 24" : 300 DPI
- From 24" - 60" : 150 DPI
- From 60" - 120" : 100 DPI
- Bigger than 120" : 100 DPI or lower (as low as 72-60 DPI depending on graphic size)

If you work on scale, the graphics linked or embedded needs to match the resolution you are trying to achieve at full size. For example if you work at 1/12 and DPI 720 at full size you will achieve 60 DPI. In addition to image size, you'll need to consider the specific file format for your large format print. Many people tend to use file formats like JPG and PNG for digital images, which can be of high quality, but these aren't ideal for large format printing applications. The main issue you'll find with PNG and JPG is their limited colour and size conversions. They simply won't produce the kind of quality and clarity you need for a large format graphic.

Using Adobe Illustrator or Photoshop, you should instead create PDF or TIFF files. The main benefit of PDF files is their versatility, with the ability to handle compression. At the same time, TIFF files are ideal if you need cross-compatibility. Generally, both of these file formats are suitable for most large format printing projects. If you're using Photoshop, you would want to create a full sign-sized PSD file that's a minimum of 75 dpi and export the completed image in TIFF format. When working in InDesign, you'd package your file with everything incorporated. This includes all raster image and vector files, a print-ready PDF, and all fonts.

Colors

CYMK is our standard formula (Cyan, Magenta, Yellow and Black). Using the CMYK formula creates some of the most accurate color reproductions for printing. All artwork using RGB, Pantone, or any other color profile will be converted. The only exception we have to this is for Pantone colors. If your graphic needs to use specific Pantone colors, these MUST be specified so that we can use the offset process to produce your requested color.

When using black in your graphics, please be aware that regular CMYK black is not going to be as dark or rich as our RICH BLACK which is formulated to print a deep, rich, and solid black. Unless specified, we will use whatever black you have on your graphic. It is strongly advised that you either use rich black (C60 M40 Y40 K100) or request that we use rich black on our end to ensure you get the correct shade you are looking for.

Please also keep in mind that your monitor or printer may not be an accurate representation of the color you are using in the artwork or graphics that you supply to us.

File Set Up

All files should be set up to scale with the final output of your graphic. To avoid any font problems, the fonts must be included at all times. To eliminate the possibilities of a font problem occurring it is strongly recommended that all type be converted to outlines. When working with bitmap images it is recommended that your file scales up to 100 ppi at full size. I f you are working at 1/4 scale your bitmap image should be no larger than 400 dpi. When scaled to full size it will be 100 dpi MAX.

Photoshop files should be saved as a TIFF. If there are "placed images" in Illustrator or InDesign files, be sure to send the linked files. DO NOT send artwork if your support files are not included as they will not be usable. Illustrator files can be saved as an AI or PDF file.

How To Measure a Frame for SEG Fabric

NE Displays prefers to be supplied the outer dimension (OD) to set our house frame for exact test fitting. (see example below)

1. Place a tape measure on the outer edge of the left side of the frame and measure to the outside of the frame on the right side to get the OD.

2. Make sure to measure the OD of both the width and height.

3. PLEASE measure accurately as fabric graphics look best when they fit properly.