

## Art Requirements

We require a resolution of 150 dpi when enlarged to full-scale. All artwork will go through our pre-flight process prior to production. If your graphic is a city scape or photograph of nature 300 dpi at full size can yield a little more detail.

Please double check that your file includes CMYK percentages and support folders with all fonts and links. Please include a PDF for us to quickly reference the current version.

A Bleed of 3" is requested for REXframe SEG and T3 Systems Dye Sub production requirements.

Your design will be run on one of two very different dye sub machines depending on the size of the finished piece.

### *Prints 10' and under in height*

Adobe InDesign is preferred. Adobe Illustrator and Quarkxpress are fully supported. Layered Photoshop files should be provided to expedite adjustments should they need to be made. PDF/X may be supplied if the file will be provided press-ready and in the correct color space.

For any large areas of black, please use the CMYK callout: 60c, 40m, 40y, 100k

### *Prints Greater than 10' in height*

Our preferred file format is Adobe Photoshop CMYK TIFF at the final printed size with a resolution of 150 dpi and, 6" bleed for fabric.

We also accept the following formats but additional pre-imaging fees may apply: "Press Quality" PDF, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, and Quark XPress. All Quark Xpress documents created on the PC platform must be saved as "Press Quality" PDF files or be converted to Adobe Photoshop TIFF files.

**Black Ink** - For any large areas of black, please use the CMYK callout: 65c, 53m, 51y, 100k

**White Ink** - Include all artwork for white ink on a separate layer as grayscale artwork. White ink is available in 256 shades so the grayscale layer will be translated as such: 100% black will print 100% white ink, 75% black

**Image Formats:**

Generally, images should be in EPS or TIFF format, high resolution CMYK JPEG and PSD files can be used in Adobe CS applications. Formats such as GIF, WMF, BMP, or PNG are not suitable for prepress production and will lead to delays.

**Gradation and Blends:**

Noised Photoshop blends are preferred at the preferred resolution. We offer blend and rebuilding services if required.

**Fonts:**

Please include ALL fonts. Be mindful that illustrations and photoshop files may contain fonts that we will need if edits are necessary.

**Embedded Images:**

It is preferred to not embed images within the design. Always include a separate file, or “support file” for every placed image. It is tough to determine the quality or colorspace of an embedded file and these factors can result in unpredictable output.

**Color Specifications:**

Our workflow is optimized to GRACoL CMYK but we can handle any color space you supply, (ie sRGB, Adobe RGB, Lab, SWOP, Fogra, etc). Please inquire about color management services if you are not able to supply files in GRACoL CMYK.

Try to specifically call out any Spot Colors in the file and check that there are no variances. For example, Pantone 185C in InDesign and “SPOT RED” in Illustrator. Whenever possible use the same naming convention for your spot colors across all programs.

**Document Setup:**

Most applications have a document setup function - please be sure this is set properly. For example, if you are producing a standard business card, set your page to 3.5”x2”

## **Visible Area Guide**

We have included this quick guide to visible area and the required bleed on each system.

### **REXframe, (SEG) Silicone Edge Graphics**

The visible area is 1/8" less actual height and 1/8" less actual width. For example a 96" tall x 120" wide wall will have a visible area of 95" & 7/8" tall x 119" & 7/8" wide. Bleed of 3" on all sides. Wall size for graphics is measured based on outside channel edge to outside channel edge measurement.

### **T3 System, (SEG)**

Same for the visible area on a T3 graphic. The visible area is 1/8" less actual height and 1/8" less actual width. For example a 96" tall x 120" wide wall will have a visible area of 95" & 7/8" tall x 119" & 7/8" wide. Bleed of 3" on all sides. Wall size for graphics is measured based on inside channel edge to inside channel edge measurement.

If using Magnetics or Velcro foam board graphics the visible area is the same as the structure height and width.