



ARTWORK GUIDELINES

OVERVIEW

This guide is to serve as a tool for best practices for file preparation. Please use this to ensure your files are optimized for our printers and the best print results.

GRAPHIC SIZE / SCALE

Working in large format spaces it is often best to work in a scaled down version of your design. 1:10 or 1:12 Scale is industry standard. If your image is Raster, and not Vector, please be sure that the resolution is set accurately (see below for resolution requirements). If your image is less than 4-8 feet in dimensions, then 100% scale is often safe.

FILE TYPE

please see below for recommended file types, and best case uses:

PDF (recommended) - Save as "High Quality Print" - this is the safest format for most applications.

TIFF - Only recommended if you have a large Raster image and PDF is not an option - please see Resolution Specs.

AI - If you are only supplying a Cut File. This must be a Vector path for the cutting machine to follow.

EPS - Can be an alternative to a Vector PDF, but file sizes tend to be larger.

COLOR

Printers and their ink use CMYK, so design in CMYK where ever possible. However, if your source material is RGB- it is actually better to leave as supplied. That is because our Printing Software does a better job of CMYK conversion than a program like illustrator can do. But please be aware that there are still limitations to what a printer can produce in the RGB parameters.

If your file is vector, and you have important colours, it is best to match and embed pantone information into your file.

RESOLUTION

The most simple break down for resolution is by viewing distance. Please see below for those parameters. Also please note if you are working in scale (1:10, for example) - if your image needs to be 100dpi at full size, that would mean the output file must be 1000dpi at 10% scale. Vector Files do not have resolution needs, as they are infinitely scalable.

Viewed from over 20ft away - 35 dpi at final size

Viewed from over 5 to 20ft away - 75 dpi

Viewed up close (Large Format) - 100 to 150 dpi

Small Format (Flyers, Brochures, Posters etc.) – 150 to 300 dpi

CUT FILES

Cut Files must be a vector path. Cutting machines cannot work without a vector line to follow. Best practice is to have the cut path on its own layer, and made a bright color (Magenta is often standard). Make sure there are no open ends and that the path is seamless on each shape.

QUESTIONS?

If you come across anything that isn't covered here, please contact us and we will be happy to help.