

## Acceptable File Formats

Illustrator CS6 or below  
Photoshop CS6 or below  
InDesign CS6 (not preferred)  
PDF (not preferred)  
EPS (not preferred)

Photoshop and Illustrator files are preferred, as they are more suitable applications for large format printing. Art time will be charged if files need to be fixed or altered to meet guidelines. The “not preferred” files *can* be problematic. Ultimately they are best to be avoided.

## Resolution

All raster files (either print files or linked files) must be at 100 -120 PPI at full scale.

## Fonts

Fonts must be converted to outlines or rasterized. If there is an instance you wish to keep some copy editable, you will need to provide the necessary font files.

## Colors

Generally, all production files are printed as CMYK format. Please provide your files with the CMYK build.

If PANTONE colors need to be matched, please be specific with your file notations. If you wish us to reference a color that is not found in the PANTONE Solid Coated swatch book, you will need to provide a hard copy color you wish to reference.

*Orders without indication of PANTONE colors, a hard copy color reference provided, or a requested hard copy proof are NOT guaranteed for color.*

## Bleeds

Most prints will require bleeds in your graphics. Generally, having a scalable background is ultimately the best solution. They can vary by 1/2” to 4”. If the bleeds for your project are not directly provided to you, add at least a 1/2” bleed on all sides to be safe.

## Tips

### Illustrator

- Link raster files, DO NOT embed them.
- Limit raster effects usage. Keep shadows, glows, transparency effects, etc. to a minimum. Do not set the *raster effects ppi* higher than 150.
- Convert fonts.
- You can work at 10%, 25%, or 50% if it is necessary. If you keep raster file links at full scale there should not be an issue.

### Photoshop

- DO NOT flatten layers.
- Rasterize fonts.
- Try to work at full scale, at no less than 100 PPI.

### In General

- Always provide a screen capture or low-res (email friendly) preview of what the final print should look like.
- Multi-panel murals should be created as a single file. Be aware there will be panel breaks. Minimize the copy going over the breaks.
- DO NOT make your (Adobe) submission files “Acrobat Compatible”.

## Proofing

You will receive a digital *pre-production* proof before your file is submitted to production. Depending on the complexity of the project you may receive yet another digital proof from production, and/or a hard copy proof if you have requested it.

## Layout Terms

### Bleed

Bleed is the part of graphic that will be cut away. Shown here between the green and red lines.

### Trim / Full Size

Trim is the part of the graphic that will remain. On a custom exhibit structure, this also may be referred to as Full Size. Because the Trim of your graphic is mounted to a Full Size panel or substrate.

### View Size

View Size is the part of the graphic you will actually see. It *can* be the Trim, but relative to how the graphic is mounted (as in a frame), edges of the Trim may be hidden from view.

### Panel Break

Panel Breaks are where multi-panel murals are split.

- It is a common practice to avoid “splitting copy” with a Panel Break.
- On the edges where Panel Breaks occur, there is no Bleed.
- If you are designing a multi-panel mural you will be provided a template for guidance.
- On a custom exhibit structure, multi-panel murals may have structural beams and uprights dividing the graphic, acting as Panel Breaks. Please inform us if you plan to design one as such, as there are more detailed instructions.

