



ARTWORK GUIDELINES

FILE SIZE...

- You want to design at **100-120 PPI** at 100% (**full-size**).

ACCEPTABLE ART WORK FILE FORMATS...

- Illustrator CC or below
- Photoshop CC or below
- InDesign CC or below (*not preferred*)
- PDF

FILES ending in...

- Ai, PSD, PDF or EPS.
- A JPG is good, if you're attaching images (links), **HOWEVER** make sure your photo's look good at size. (Embed – link – on your design back-drop template, then enlarge to 100%).

Photoshop (PSD) and Illustrator (Ai) files are preferred.

The above two file types will give you a '**visual advantage**'.

They're ideal for printing color-bursting large-format imagery, and all the fine detail.

NOTE... When uploading files (providing file links), please make sure to **include all supporting art** (fonts, linked images...).

NOTE II... Please note that *Illustrator special effects* such as glows, transparencies, or drop shadows are **not recommended**.

Effects like these, can have unpredictable results when printing. (If time allows, and it's not a rush, we can always send you hard copy proofs).

Photoshop (PSD) is **preferred** when you're using **special effects**.

FONT SPECIFICATIONS

Please **convert fonts to outlines**.

If fonts are not converted to outline, then please provide TrueType or Macintosh fonts.

If changes, to a file, needs to be made, then please provide the fonts... plus a version of the file, with **editable type**.

COLOR SPECIFICATIONS

Provide all vector files (Illustrator and InDesign) in CMYK format.

Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output.

Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy.

If Pantone colors need to be matched please specify on purchase order or hard copy reference.

All critical Pantone colors need to be called out in the file as solid coated swatches.

If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified.

Please feel free to submit your existing catalogs, brochures, printed proofs, etc. to use for a color reference.

If **color matching** is required for **Photoshop** files please **provide a layered art-file**. Art time may be charged to correct flattened Photoshop files.

If we're color matching to existing graphics, we need those back so we can color match to those graphics.

Please contact your account representative. He or she will create a 'case' number tag, which you can attached to your ship-in graphic(s).

We can guarantee color matching on all hard copy proofs, specified Pantone C colors and your supplied hard copy proofs.

Orders that do not call out Pantone C colors, or have your supplied hard copy proofs or requested hard copy proofs... are not guaranteed for color.

RESOLUTION

All raster files (either print files or linked files) **must** be at 100-120 pixels per inch at 100%. (PPI).

SUBMITTING ARTWORK FILES

Files are acceptable via Email (ONLY up to 5MB).

Or you can provide us with a DVD, CD or access to your file transfer site.

Files can be **uploaded art** to **Simple Display USA** via...

<https://spaces.hightail.com/uplink/simpledisplayusa>

If you have any questions, want assistance or need help... Email us info@simpledisplayusa.com or call (702) 483-9022

BLEED SPECIFICATIONS

All graphics produced require specific bleeds.

Because, all stitching (finishing) will require a bleed area around the perimeter of the graphic.

Rule of Thumb...Allow a good **2” bleed** (inset) around the graphics perimeter.

This way all crucial text, logos and critical elements will not have stitch-lines running through them nor will SEG (Silicone Bead Graphics) tension effect your overall taunt image presentation.

Which means, you can design the entire template area of your back-wall, displays, and graphics... just allow a good 2” inset all around before designing-in text, etc....

Doing so, will allow your overall ‘presentation of imagery’ to be consistently crisp... with awe-strikingly appeal.

Each **design template** shows the bleed area.