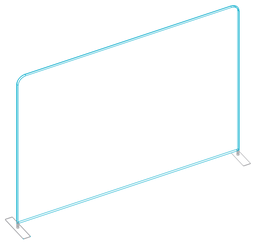
formulate

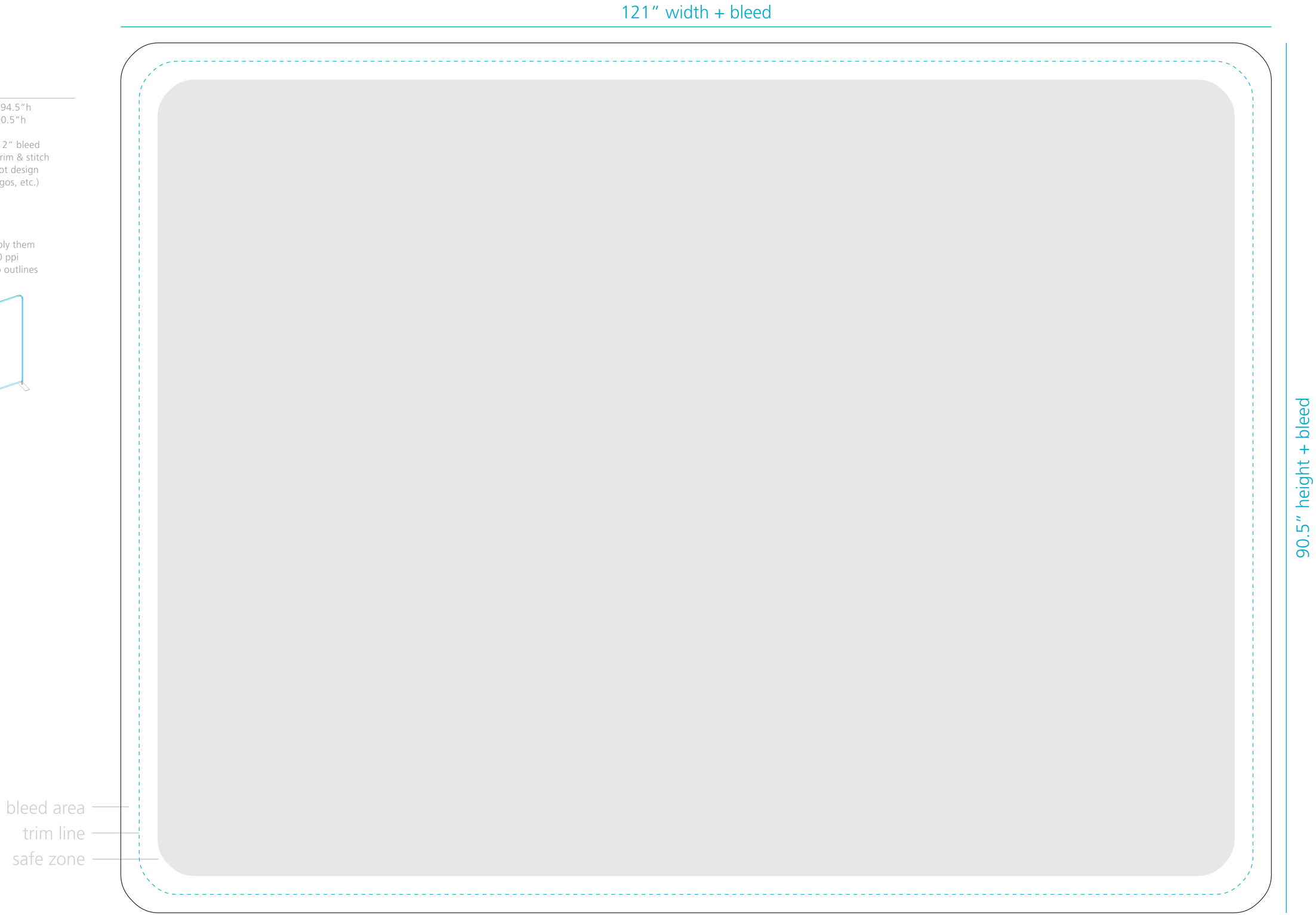
Essential 10’ Straight Wall

Total Graphic Area:125”w X 94.5”h
Total Visual Area: 121”w X 90.5”h

Please be sure to include the 2” bleed around the perimeter (note trim & stitch locations on template). Do not design any critical elements (text, logos, etc.) within 2” of the edge.

General Artwork Guidelines
- cmyk color mode
- do not embed images, supply them
- resolution must be 100-120 ppi
- all fonts must be created to outlines





acceptable file formats

Illustrator CC or below
Photoshop CC or below
InDesign CC or below (not preferred)

High quality, editable PDFs, 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. When sending files, please be sure to include all support art (fonts, linked images, etc.)

Please note that Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. Photoshop is preferred when using these special effects.

font specifications

Fonts must be converted to outlines. If fonts are not created to outlines, please provide Macintosh or TrueType fonts. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

resolution

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

color specifications

Please 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 swatch books are used in the file, all will be matched to solid coated unless otherwise specified.

Please feel free to submit catalogs, brochures, printed proofs, etc. to use for a color reference. If color matching is required for Photoshop files, please provide a layered file. Art time may be charged to correct flattened Photoshop files.

If color matching to existing graphics, we will need those back for review. Please contact your sales representative for a case number.

We guarantee color matching on all hard copy proofs, specified Pantone colors and client-supplied hard copy proofs. Orders without indication of Pantone colors, supplied hard copy proofs or requested hard copy proofs are not guaranteed for color.

vinyl cut graphics

Artwork must be set-up as vector files with fonts created to outlines for all cut vinyl. Please specify Avery color number for solid color vinyl or Pantone color for dsg printed and cut vinyl.

submitting artwork files

Files are accepted via Email (up to 5MB), FTP site, DVD, CD or File transfer site such as WeTransfer or Hightail.

Files can be uploaded to:
www.handbookart.com

Please notify neilc@tpsdisplaysrichmond.com when files have been uploaded and file name.

murals & pop up graphics

Mural files must be built as one file. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

bleed specifications

All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

Mural Pop Up Files - 1/2" bleed around the perimeter.

Compact Image, SmartWall, Wave and Pulse - 2" bleed around the perimeter. Please keep all logos, type, and critical information at least 2" in from the visual edge of the graphic.

Velocity Kits - please refer to graphic template for specific information.

Banner Stand Graphics - each product has specific bleed requirements. Please refer to graphic template for specific information. Different printing processes may require different bleeds. All banner stand graphics printed on 8oz. Oxford will require an extra 1" bleed around the perimeter.

Custom Dye-Sub Flag Graphics - 2" bleed left & right sides, 4" bleed top & bottom.

Custom Contour Cut UV Graphics - 1/2" bleed around the perimeter.

Custom Dye-Sub Graphics - 2" bleed around the perimeter

Custom Dye-Sub Graphics exceeding 160" - 5" bleed around the perimeter

Templates for products are available online at www.nimlokdesigners.com