

# Art Setup Guidelines

**The following guidelines are designed to save you time, effort and avoid any additional file set up charges. Correct preparation of your files is crucial to meeting deadlines.**

## Software Accepted

We use Macintosh versions of the following software. In most cases we can work with artwork created by PC versions of the same programs.

- Adobe CC: InDesign, Illustrator and Photoshop

## Document Setup:

It is important to call BEFORE starting your design if you have not worked with a specific process before. Request specifications for the specific product you are designing.

- If your graphic contains photos as well as logos, copy or line-art, set up your document as a page layout in InDesign or Illustrator.
- When creating a display that stretches across multiple panels, always set your file up as one continuous layout.
- Include bleed for trimming on all of your graphics. See the bleed specifications for your particular product.
- Files may be created at any scale as long as the proportions are correct.
- Indicate any cutouts or die lines on a separate layer in your layout.
- Provide us with a cut path for complex or custom cutouts in vector format.
- Do a Collect or Package to gather correct fonts and linked/placed images. Convert all text to outlines if you are not providing us with the fonts used in your files.
- We always request artwork is sent in its native format with all links and fonts included. Programs like InDesign offer the option of exporting your layouts as self-contained PDF files for output. We will require approval of these non-native files to print "as is" with no color adjustments (we will need to "rasterize" or flatten these PDF's).
- Avoid using auto trace options or making clipping paths using magic wand selections. These typically are not clean and smooth. Taking the time to draw your paths will produce the best outcome.
- If you have specific colors you would like matched, do not use a transparency or opacity feature to achieve a certain color. Instead, assign a color value or use a tint.
- Creating gradients in InDesign or Illustrator can cause banding on the final output. Please create gradients in Photoshop and link them into your page layout program.

## Color Matching:

It is almost impossible to match provided laser prints when doing image color correction. Please understand that color is device dependent. The same digital color will print differently on different output devices and media.

- Use PMS (Pantone Matching System) Solid Coated numbers for specifying vector file colors. We will adjust spot colors to the closest possible match for the output device and media.
- If we will be matching against something other than a PMS color, make sure the sample is large enough.
- Please keep all color profiles consistent across your project's collateral images. *Mismatched profiles can cause unexpected color shifting and/or inconsistent output. New files will be requested if color spaces do not match.*
- If color needs to be consistent with previous order please include this information on your purchase order.
- For color matching in Photoshop file, all artwork must remain in a layered format.
- If a Pantone color is specified but coated or uncoated is not, our default is coated.
- Colors such as fluorescents, neons, and metallics cannot be replicated. Please choose a complimentary standard Pantone color.

**Bleed:**

It is very important to provide us with the appropriate amount of bleed. If you fail to provide us with the accurate amount of bleed our art department will contact you requesting new files. That could jeopardize your deadline. Design elements should not be positioned too close to the outer edges of the document. If your output is on fabric and the material shrinks during heat transfer, those design elements could be cut off.

- All fabric requires 2 inches of bleed on all sides beyond the final trim size, 4 inches total.
- Prints on canvas material that is to be stretched onto a frame requires 2 inches of bleed on all sides beyond the trim size, 4 inches total.
- All other materials require a 1/2 inch of bleed on all sides beyond the trim size, 1 inch total.
- Billboards require a 6 inches of bleed on all sides beyond the trim size, 12 inches total.  
*\* when bleed is not provided on billboards the image will be shrunk down to have a solid 4" border on each side using a complimentary color.*

**Image Resolution:**

Resolution specifications apply only to raster files. To maximize image quality do not rasterize vector graphics or fonts. Follow the guide below and get as close as you can to this resolution, file size permitting.

<b>VIEWING DISTANCE</b>	<b>PPI</b> <i>(pixels per inch)</i>
<b>LESS THAN 5 FEET (SMALL TEXT VIEWED UP CLOSE)</b>	<b>200-300</b>
<b>5-10 FEET</b>	<b>125-150</b>
<b>10-20 FEET</b>	<b>100-125</b>
<b>20-30 FEET</b>	<b>75-100</b>
<b>MORE THAN 30 FEET (I.E BILLBOARDS - LARGE BANNERS)</b>	<b>50</b>

# Art Setup Charges

## NEW FILE - STANDARD ART CHARGE (PER FILE OR CUSTOM HOURLY QUOTES FOR THE ENTIRE PROJECT)

- Files that are in their native format that follow our guidelines and are print ready.
- Files that utilize page layout programs in InDesign or Illustrator to gang up like sizes.
- There is no charge for printing multiple copies of the same image.
- Pantone matches and basic i-cut set up included.
- This fee is charged each time replacement files are sent in if the art has already been processed by the art department.  
*\* Resubmitting these files could effect your due date and accrue additional rush fees.*

## CUSTOM DESIGN / LAYOUT CHANGES - HOURLY

- Custom design or requested changes to your files before and after proofs.
- Text changes, clean up/fix of problem areas in the image, custom i-cut/die line setup, adding bleed, shifting text or elements to avoid stitch lines, size changes or anything else determined by our art department.

## CUSTOM DESIGN / LAYOUT CHANGES - MINIMUM CHARGE

- Custom design or requested changes to your files before and after proofs that are less than an hour.
- Text changes, clean up/fix of problem areas in the image, custom i-cut/die line setup, adding bleed, shifting text or elements to avoid stitch lines, size changes or anything else determined by our art department.

## STOCK IMAGES

- For utilization of our stock photography images.

SERVICE	COST
<b>NEW FILE - STANDARD ART CHARGE</b>	<b>\$20</b> per file
<b>CUSTOM DESIGN / LAYOUT CHANGES - HOURLY</b>	<b>\$85</b> per hour
<b>CUSTOM DESIGN / LAYOUT CHANGES - MINIMUM CHARGE</b>	<b>\$40</b>
<b>STOCK IMAGES</b>	<b>\$40</b> per image