



ARTWORK GUIDELINES

In general, vector and raster are the two file types used in digital printing. Raster images (photos) are made up of tiny pixels, making them resolution dependent. Low resolution Raster images will look blurry/pixelated as they get enlarged. Vector files are line art, scalable to any size without losing quality. **VECTOR FILES** are highly preferred whenever possible due to the higher print quality and smaller file size.

ACCEPTABLE FILE FORMATS:

Vector Files: Adobe Illustrator files in .ai / .eps / .pdf

- Embed high resolution linked images.
- All **FONTS** should be converted to **OUTLINES**.
- Overprint Fill & Stroke must be **TURNED OFF**.
- Black color should be switched to **RICH BLACK** (C 100 / M 100 / Y 100 / K 100).
- Save / Export the files to PDF (High Quality Print /Press Quality).

Raster Files: Adobe Photoshop files in high resolution .tif / .psd / .eps / .pdf / .jpg / .png

- Photoshop .jpg format is more preferred because larger files can be saved small in size.
- Artworks created on InDesign/Microsoft, etc. should be submitted as high resolution .pdf or .jpg format.
- Creating/editing artworks will be charged based on the artwork time.
- Submit **ONE FILE PER ARTWORK** only. Do not send us same file in multiple file formats.

COLOR MATCHING:

Print vs Monitor: Our printing process is in CMYK mode, the colors displayed on your computer monitors may differ from the final print. This applies especially to files in RGB mode.

PMS# /Go-by: Include PMS# Pantone (Coated) on your artwork file and specify PMS # on your order from. Provide us the color swatch sample or Go-by of the artwork if available.

Printed Proof: We strive to provide you with the best quality product, but due to the characteristics of the pigments used in the inks, we are not able to guarantee 100% color accuracy. Not all colors can be reproduced exactly. If a close color match is critical, a printed proof is highly recommended, especially for backlit prints and corporate branding.

- Build your files in CMYK mode. RGB files will be converted to CMYK and expect color shifting on the prints.
- Use **RICH BLACK** (C 100 / M 100 / Y 100 / K 100) instead of Black (C 0 / M 0 / Y 0 / K 100) for realistic output.

UNITS & FILE SCALE:

- Use artwork units in inches.
- Files are acceptable at 100%, 50%, 25%, 20%, 10% or 1': 1" scale of the final print size.
- Make sure that files have enough resolution and proportionate to the exact size you are ordering.

RESOLUTION:

Resolution of the Photoshop images vary dependent on the viewing distance of the displayed print. Review your files at full size to preview the final print resolution before submitting the files to us.

Recommended Image Resolution:

- Viewing distance 4' or less : 300 dpi
- Viewing distance 4' - 10' : 150 dpi
- Viewing distance 10' - 20' : 50 dpi
- Viewing distance more than 20' : 25 dpi

FONTS/TEXT:

- CREATE OUTLINES** for all fonts/text on your artwork.

BLEED & CROP MARKS:

- Include necessary bleed in your artworks for the product finishing / installation.
- Separate the live area from the bleed area using Crop Marks (Don't draw line boxes).

Standard Bleed Requirements:

- Billboards (7" Bleed)
- Backlit prints (6" bleed) for installation stretching.
- Hem and Grommets (2" Bleed)
- Pole Pockets (Pocket size + 1" Bleed)
- Cut to shape / Contour cut items - (.25" Bleed)
- Kiss Cut - (.125" Bleed).

CUT-TO-SHAPE / KISS-CUT:

- Artwork files should be submitted in Vector format (.ai / .eps / .pdf) with die cut line on a separate layer.
- Include enough bleed on your artwork layer.

SUBMIT ORDER & SEND FILES:

- <https://www.ehteasley.com/send-files/>
- E-mail files up to 10 MB to: art@ehteasley.com
- Email us your direct file transfer links (ex: wetransfer.com). Provide file access **PASSWORD** if necessary.

PROOF APPROVAL:

After submitting your order, we will email PDF proofs, free of cost and printed proofs (additional fee will apply) for your final approval. We take extreme pride in our speed, precision and quality, but proof reading is your responsibility. Please examine the accuracy of the content with caution; spelling, grammar, numbers, graphics, colors and layout before the proof approval.

- We will email you up to 2 proofs free of charge and additional proofs will be charged extra.
- Remember to **REPLY ALL** your email to approve the proofs. We do not accept verbal proof approvals.
- All sales are final after the proof approval.
- Orders are printed immediately after the proof approval depending on our production queue.
- Keep in mind it is less likely to **STOP / HOLD** the production after the approval.

Call us for assistance: **214.421.7633**

