



Printing Guidelines

GENERAL

- Normal turnaround time is 2-3 business days after approval for completion.
- Your CD or DVD should include: only file(s) you would like printed, imported artwork (if any) and fonts. (Type 1 fonts must have both printer and screen components.)
- True Type fonts will bitmap. Notify us immediately if you are using True Type fonts. Type 1 fonts will print with smooth edges.
- Files should be prepared in proportion to the final output size. The enlargement or reduction percentage must be written on the job order.
- Remember to include hard copy of the file(s) you are outputting.
- Please specify the printing surface (paper, vinyl, backlit or canvas) on your job order.
- Please be sure that final files are in the CMYK color space.
- Do not set up your mural as spreads.

COLOR MATCHING

- To ensure accurate color matching, specify Pantone (PMS) colors.
- Each output device has its own color space and image quality. If you need to match color from one device to another, testing will be needed and will be quoted at additional charge.

Adobe Photoshop

- Include all layers, paths, channels, links, and fonts.

Adobe Illustrator

- Convert text to outlines, include all linked images (DO NOT EMBED IMAGES).

Adobe InDesign

- Include all layers, paths, channels, links and fonts. Convert text to outlines, include all images (DO NOT EMBED IMAGES). Also include PDF Proof or JPG Proof for content verification.

QuarkXPress

- Please Export to Alternate Format Use the "Save page as EPS" feature under the File menu. Open EPS in Illustrator and convert text to outlines, include all images (DO NOT EMBED IMAGES). Also include PDF Proof or JPG Proof for content verification.

FILE FORMATS

- Save files in one of the following 8 file formats only:
1.) .tiff 2.) .eps 3.) .jpeg 4.) .pdf
5.) .psd (Photoshop) 6.) .ai (Illustrator)
7.) .indd (InDesign) 8.) .qxd (QuarkXPress)

BLEED

- Provide 1/4" - 1/2" bleed on all sides and do not put type or critical parts of an image closer than 1/4" from the edge.

RESOLUTION

- Optimal results are achieved with images printing between 100-200 DPI at final size. DO NOT rez-up images: this only pixelates the image more by adding artificial pixels. Please submit images at full size.