

Artwork Guidelines



ACCEPTED FILE TYPES

Raster Graphics must be built in CMYK and submitted as a flattened TIFF or layered PhotoShop PSD or PSB file.

Vector Graphics must be built in CMYK. PDF or Adobe Illustrator .AI files are preferred. EPS files are also accepted. All fonts must be converted to outlines. Please embed all images and objects.

Unacceptable Files: To ensure quality we do not accept graphics in Microsoft Word, Excel, PowerPoint, Corel Draw, or other file formats from non-Adobe products.

ARTWORK RESOLUTION

72 DPI Minimum for vehicle wraps, banners, and general environmental graphics that will be viewed from greater than 10 feet away.

100 DPI Minimum for POP displays, poster, photographs, or other signage designed to be viewed from less than 10 feet away.

These are resolution minimums at full size. Please submit higher resolution art if it is available.

ADDITIONAL CONSIDERATIONS

Fonts: Please convert all fonts to outlines. This will ensure that fonts do not unexpectedly change due to different font versions.

Color Mode: All files should be set up in CMYK color mode.

PMS Colors: All PMS colors should be called out to ensure the closest possible match.