

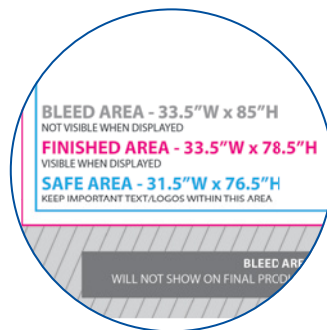
GRAPHIC & PRINT GUIDELINES

PRODUCT TEMPLATES

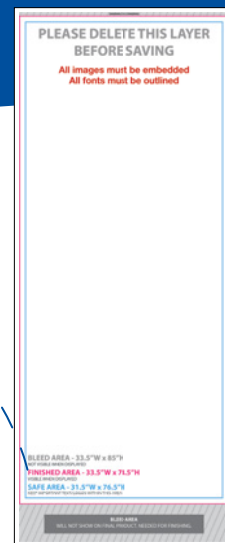
Templates ensure artwork is printed correctly. Always use the most recent templates, which can be found in the "Templates/Specs" tab on each product page of our website.

- Do not leave template lines in artwork
- Templates are available for custom products/orders upon request

Save TIME, MONEY and HASSLE with templates specifically created for each product.



Each template includes file setup specs for sizing your artwork, including the bleed, finished and safe areas.



PRINT METHOD	ACCEPTABLE FILES	FILE FORMAT	PRINTING SPECIFICATIONS
FULL-COLOR IMPRINT	Vector with fonts outlined	Adobe Illustrator .ai .eps .pdf	All files are printed in CMYK (process color); PMS (spot) colors and RGB files will be converted to CMYK prior to printing Halftones/percentages of PMS colors are acceptable Minimum line thickness 0.125" (8-9 pt. stroke) Minimum of 0.25" width and height on all individual elements Minimum of 0.5" x 0.5" for all registered trademarks, trademarks, copyright symbols, etc.
FULL-COLOR INKJET & FULL-COLOR DYE SUBLIMATION	Vector with fonts outlined and links embedded Raster	Adobe Illustrator .ai .eps .pdf Adobe Photoshop (High Resolution) .tif .psd .eps .pdf .jpg	Use product template to set up print-ready artwork All files are printed in CMYK (process color); PMS (spot) colors and RGB files will be converted to CMYK prior to printing Full-color artwork including gradients, raster/photo images and bleeds Raster images must be created at actual size with 200 dpi resolution Minimum of 24 pt. reversed-out text Minimum of 12 pt. regular text Minimum line thickness: 1 pt. regular text, 2 pt. reversed-out text

VECTOR ART

(RECOMMENDED FOR ALL PRODUCTS)

- Can be scaled to any size while maintaining quality
- Known as line art
- Vector artwork is preferred (unless printing photos)



.eps, .ai, .pdf

RASTER ART

- Known as bitmap art
- Composed of pixels (or tiny squares) grouped together to make one complete image
- When scaled larger, the image will look pixelated (or jagged)
- Submit art at 200 DPI (dots per inch) at full size



.tif, .psd, .eps, .pdf, .jpg

OUTLINED FONTS

(REQUIRED FOR ALL PRODUCTS)

Font selection can vary from computer to computer, which can cause a desired font to be replaced with a generic one. To preserve your fonts, always outline, embed, or convert them to curves before submitting artwork.



Fonts

Original font

Fonts

Missing font replaced with a generic one

Fonts

Original font when outlined, embedded or converted to curves

EMBEDDED IMAGES

(REQUIRED FOR ALL PRODUCTS)

Most programs allow the user to add an image to a file by linking or embedding. Embedded images are stored within the document itself, while linked files are not. Because of this, linked files can suddenly vanish when opened from a different computer. Embed all images to avoid losing them when files are submitted.



200 DPI

High resolution images include:
Unedited, original raw digital photos and stock photos



10 DPI

Low resolution images include:
Photos taken from the internet, scanned images, photos taken on a cell phone, screenshots, etc.

UNACCEPTABLE FILE FORMATS:

Quark, Corel Draw, Word, PowerPoint, Excel, Publisher, Pagemaker, low-resolution scanned images and files over 2 GB. (InDesign files, unless exported to .eps or .pdf format, will incur additional charges or be rejected).



SHOWDOWNDISPLAYS.COM

ASI: 87188 PPAI: 254687 SAGE: 67383 UPIC: SHOWDOWN

Showdown
DISPLAYS