

Art Guidelines for Large-Format Digital Printing

We strive to produce the highest quality large-format printing in the industry. Large-format digital output has its unique requirements to achieve optimum results. Graphic Solutions Group has many years of experience in digital imaging. We have provided these guidelines to help you get the highest quality results without incurring additional costs or unnecessary delays. Careful adherence to these guidelines will ensure complete success.

Media

Please submit art on CD ROM or DVD discs. Files may be sent electronically via e-mail (if under 5MB) or via our FTP site (www.gsghome.com).

File Preparation

Submitted files should be professionally created at full size in Adobe Photoshop, Adobe InDesign, Adobe Illustrator or Macromedia FreeHand and saved as native files (.psd, indd, .ai, or .fh_ extensions, respectively). We are also able to utilize PDF files if created correctly. PDF files must be saved at the correct scale and resolution with bleeds and crop marks added. (Please call GSG with questions on PDF setup). Some files created in other applications may be acceptable, but may be subject to additional preparation charges. Artwork that exceeds the pasteboard dimensions in Illustrator or FreeHand may be scaled down, but please indicate the scale (50%, 25%, 10%, 1" = 1', etc.). Any document containing text should have all text elements converted to outlines, or paths; doing so will avoid font conflicts—a major source of delay for many jobs. Remember to save a copy for yourself without converted text just in case last-minute edits are necessary. Avoid complex blends and paths, and any transparency effects in Illustrator or FreeHand; these effects can cause major delays, or even

prevent a file from processing at all. Imported art elements should be linked, not embedded. Remember to update links and supply them along with the file to be output. Furnish some form of color proof to match to, created from the submitted file and indicate any Pantone colors used. Supply all full-color files in CMYK color space. Any artwork or imagery that extends to the edges of the finished piece will require bleed. Crop or trim marks should indicate the finished size of the piece.

Image Resolution

Image resolution is determined by the final use and viewing distance of the product. A billboard to be viewed from 100 feet away needs much less resolution than a POP display that will be viewed from a couple of feet away. A "general" rule is to have a minimum of 150 dpi at final output size. Of course, the more resolution you have the better your final output will look. Contact us if you have image resolution requirement questions.

General Info

Please provide realistic information about how long the graphic will be displayed, in what environmental conditions, and from what viewing distance. Also provide information on how the graphic will be stored, handled, and/or reused in the future.

Not all Pantone colors can be reproduced accurately. Color proofs are recommended for corporate colors & some pantone colors. Colors that are designed to match a Pantone color should be specified in the file as that Pantone color and set to spot. Our specialized color lookup table (LUT) will provide the closest match possible to that PMS.

Please provide a laser dummy or PDF for us to use for quality control.