

# Display Graphics Artwork Requirements

The following artwork requirements are provided to assist you in preparing your files for digitally printed, large-format graphics for displays.

- Artwork MUST be submitted using our template(s) to ensure proper fit and alignment.
- We use Illustrator / Photoshop CS3 for PC. We accept EPS vector files and raster files as native PSD or TIFF. ( Note: For color correction, provide native PSD file with layers. Do not flatten).
- Design your artwork using Photoshop if it will contain effects such as: drop shadows, gradients, layer blends. Due to incompatibility issues between Illustrator and the printer software used during the RIP process, unpredictable output results from artwork created in Illustrator with these effects.
- All files must be CMYK mode.
- All text must be converted to outlines in Illustrator or shapes in Photoshop.
- Include a copy of the completed graphics in PDF format for reference as a hardcopy.
- If Pantone colors are used, please indicate on PDF or hard copy.
- Critical colors in logos or other corporate identity should have specific Pantone Coated or Uncoated colors indicated on PDF or hard copy.
- Photoshop files must be saved at actual print size with a resolution of 100 DPI .
- Photographs must be saved at actual print size with a resolution of 100 DPI .
- All linked files in Illustrator must be saved at print size with a resolution of 100 DPI
- Do not "res-up" low resolution raster files or photographs.
- Do not embed placed files in Illustrator. Include them separately in zipped folder with main artwork file and PDF hardcopy.

**NOTE:**

PLEASE BE ADVISED  
WHEN SUBMITTING  
YOUR ART THAT WE  
CAN ONLY REPRODUCE  
AT THE SAME LEVEL OF  
QUALITY AS PROVIDED  
TO US.

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