

Graphic File Submittal Guidelines & Requirements



The following information and instructions have been compiled to ensure the highest quality digital reproduction possible and to aid those who will be submitting graphic files to DisplayCraft for all such graphic production.

GRAPHIC FILE SUBMISSION REQUIREMENTS

Supported Applications on the Mac

Adobe Illustrator CC or earlier (Preferred)
Adobe Photoshop CC or earlier (Preferred)
Adobe Indesign CC or earlier (Not supported for Tension Fabric Displays)

Supported Applications on the PC

Adobe Illustrator CS5 or earlier (Preferred)
Adobe Photoshop CS5 or earlier (Preferred)
Adobe Indesign CS5 or earlier (Not supported for Tension Fabric Displays)

Photoshop and Illustrator files are preferred as they are more suitable to applications for large format printing. Design time will be charged if files need to be modified to meet guidelines.

When sending files, please be sure to include all support art (fonts, linked images, etc.).

Note: Illustrator special effects such as glows, transparencies or drop shadows are not recommended. These effects sometimes have unpredictable results when printing in our system. Photoshop is preferred when using these special effects.

Unsupported Applications (for output on PC or Mac)

QuarkXpress
Adobe Pagemaker
Corel Draw
MS Word
MS Write
MS Powerpoint
MS Publisher

Font Specification

Fonts must be converted to outlines (Preferred)
Postscript, Open Type or True Type

Resolution

All raster files (either print files or linked files) must be at 100-150 pixels per inch at 100%.

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Color Specifications

All files are printed in CMYK format. Please send files with a CMYK build and provide a PDF layout or hard copy proof of the files being printed. If Pantone colors need to be matched, please specify on a purchase order or hard copy proof. All critical Pantone colors need to be tagged in the file as coated swatches. If color matching is required for Photoshop files, please provide a layered file. Art time may be charged to correct flattened Photoshop files. Files submitted without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color.

Murals | Popup Graphics

Mural files must be built as one file. Please note where panel breaks are located and attempt to minimize the amount of type that crosses over all panel breaks.

Bleed Specifications

All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

Mural Popup Files:	1/2" bleed around the perimeter
Tension Fabric Displays:	3" bleed around the perimeter. Please keep all logos, type, and critical information at least 2" in from the visual edge of the graphic.
Inkjet Opaque/Transparent Graphics:	1/2" bleed around the perimeter
Banner Stand Graphics:	Each product has specific bleed requirements. See product template for specific information.

GRAPHIC FILE SUBMISSION METHODS

*DisplayCraft Website Upload

Uploading procedures are as follows:

Create 1 compressed file (.zip) and use Company Name / Show Name in title

Files can be submitted through our website at <http://www.displaycraft.com/upload-files/>

***Please notify your Account Executive when any file/s have been uploaded.**

You will ALSO need to provide us with all file names and PDF proofs of all art to be produced.

Note: DisplayCraft does not charge for uploading files to our FTP site. When the procedures listed here are not followed and additional DisplayCraft modification and/or manipulation is required, additional costs may be assessed to the client.

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