

ART REQUIREMENTS/FILE PREP GUIDELINES

The following guidelines are designed to save you time and effort while decreasing your production time - thus producing the best quality print possible.

FILE FORMATS

Adobe Illustrator CS3 (or lower version)

- Files should be flattened without hidden layers; otherwise, it will not print.
- Submit only what needs to be printed.
- File should be saved as an EPS in CMYK.
- All fonts MUST be converted to outlines (Type > Create Outlines).
- All raster images should be embedded and not linked.
- If any filters are applied (e.g., blurs or gradient mesh) the file must be rasterized in Photoshop and saved as a TIFF for final artwork submission.
- To help get a smoother gradient without banding, the gradient should be created in Photoshop with noise added (from 1 to 3), saved as a TIFF, then brought back to Illustrator and combined with the rest of the artwork.

Adobe Photoshop CS3 (or lower version)

- Files should be flattened without hidden layers; otherwise, it will not print.
- Submit only what needs to be printed.
- File should be saved as a TIFF in CMYK with LZW compression and ICC profiles checked on with no extra Alpha channels.
- To help get a smoother gradient without banding, add noise (from 1 to 3). Multiple panel murals must be created on one single page. Do not tile panels onto multiple pages, unless there are hard color breaks. Try not to have the panel breaks run through letters or logos if at all possible.

Please do NOT provide the following formats:

- Adobe PDF, Adobe InDesign, Adobe PageMaker, Quark Express, Freehand, Microsoft Word, Microsoft PowerPoint, Corel Draw

DOCUMENT SIZE

Adobe Illustrator and Photoshop CS (or lower version)

- Files can be saved at 100% if software allows, or half size is acceptable.
- Files should be created at 100-150 DPI at full size or proportionately scaled. Do not submit files at greater DPI than requested.
- For custom-sized graphics, please provide a 1/4" bleed for trimming.

COLOR GUIDE

All monitors display color in RGB. Since our output is in CMYK, not spot, colors will vary. Also, since every monitor is not the same, what you see on your monitor may vary from the actual print. Usually our color outputs will be approximately 90-95% accurate. It is not viable to match our print to another vendor's print or to print on another substrate or media (i.e., brochure, business cards, etc.). If you want us to match against existing materials, there is a separate charge of \$100 NET per hour for this color-matching service.

The logo for ESP (Tradeshow Displays & Services) features the letters 'ESP' in a large, bold, black, handwritten-style font.

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