

# Artwork Guidelines

Please follow the instructions outlined on this form when creating and submitting artwork. These guidelines will help you prepare artwork so that it will be processed as quickly and smoothly as possible, and give the best possible result on the final printed version.

## Color:

For our printing, CMYK colors are used to achieve the best representation of your artwork. All RGB colors must be checked and converted to CMYK.



CMYK



Used For Printing



RGB



Used For Computer Screens

Please be aware that using RGB for printing can make colors less vibrant and subtle details less apparent.



On Screen RGB



After Print RGB

## Resolution:

Individual logos need to be a minimum of 100PPI at or around a width of 12 inches.

Finished artwork, such as photographs and full-color backgrounds, must be 100PPI at their final print size. For example, a 144"x96" piece of artwork must be 14400 pixels x 9600 pixels.

(PPI = Pixels Per Inch)

### High Resolution



### Low Resolution



## Format/File Type:

We prefer vector-based files when possible, but do accept the following file types:

### Rasterized (Pixel-Based)



### Vector (Point-Based)



## Important Notes:

- Add a bleed of 1/4"-1/2" if necessary to preserve the "live" area of your artwork.
- Margins must be 6" on top and 3" on sides and bottom for artwork that is laid out.
- If needed, layout templates are available upon request for most of our products.