

# ARTWORK SPECIFICATIONS



**We cannot start on your Order until we receive “print-ready” artwork. “Print-ready” is defined as artwork that is ready to go directly to print and requires no manipulation and/or changes by Impact Displays. If your artwork does not meet our specifications, this may result in delays to your schedule and/or additional fees.**

## Preferred/Recommended File Formats

 Adobe Illustrator AI, EPS, PDF

 Adobe Photoshop PSD, TIFF, EPS, JPEG (High Resolution)

## Unacceptable File Formats

Microsoft Word, Publisher, Powerpoint, Excel, Adobe Pagemaker, QuarkXPress, CorelDRAW, GIF, WMF

## Layout Guidelines

1. Verify the dimensions and orientation of the Graphics for which you are creating your artwork.
2. Check to see if there are any “safe viewable areas,” “focus areas,” cut-outs, stitching and/or obstructions that must be considered in creating your layouts.
3. Include a ¼” to ½” bleed.
4. Create files in CMYK mode.
5. Provide all fonts or all fonts outlined.
6. Provide all linked artwork.
7. Flattened files are acceptable if all Artwork Specifications have been followed and Color-Matching is **not** required.
8. Layered/Editable files are required if Color-Matching is specified. Layered files are always preferable.

## Resolution

1. The Graphics Department recommends that you work in full size when possible.
2. Your Graphics are to be output on a large format printer. When setting up your files, the resolution should be a minimum of 100 DPI to a maximum of 150 DPI at the final (100%) size.
3. Never use low-resolution images (i.e. screen captures, low-resolution web images, etc.).

## Color-Matching

1. If Color-Matching has not been specified and contracted for, we will print directly from the files provided. The customer waives the right to dispute any color discrepancies.
2. We print in CMYK only.
3. If Color-Matching is required, our fee is a minimum of \$20.00 per color per substrate. We can color match if:
  - a. PMS Colors are specified or physical proofs or previously printed media such as a brochure, business card, etc. are provided to match. We cannot match CMYK formulas.
  - b. Layered/Editable files are provided. We cannot Color-Match with flattened files.

## Submitting Artwork

- All artwork must be uploaded to our FTP Site: [http://www.impact-displays.com/upload\\_form.html](http://www.impact-displays.com/upload_form.html)
- If you are uploading final artwork, it is important that you verify that the artwork is “print-ready” and the artwork submitted has been approved by all relevant parties. Any changes made to the artwork after it has been proofed by Impact Displays will result in additional fees and possible delays in your delivery schedule.

**More detailed information on the above topics can be found in our Artwork File Preparation Guidelines: [www.impact-displays.com/graphics/artguide.pdf](http://www.impact-displays.com/graphics/artguide.pdf)**