



I don't know art
... but I know
what I like!



Sending the correct file type and resolution is the most important step in guaranteeing a beautiful print.

Line Art can be scaled infinitely without losing print integrity, while **Images** rely on a matrix of dots and are limited to how large they can be printed before the dreaded "jaggies" appear.

When sending files, it is always best to send Line Art when available. If you don't know the difference, it may not hurt to ask somebody who does - often times the right file is available and nobody realizes it.

If you are sending an image, be sure to zoom in and look at the image at the approximate size it will be printed. Chances are, if you see fuzzy "jaggies" that is the way it will look when printed. The more dots in an image, the better. The more dots - the higher the resolution - the bigger the file - the better the print. Avoid sending images that have been copied from a web page, these are almost always too low a resolution to print large format.

► File Specifications for Large Format Printing.

- Acceptable file types include: Press quality **.PDF** / **.EPS** / packaged **.AI** or **.INDD** / **.PSD** / **.TIF**
- Include fonts for PC or convert all text to outlines.
- Include all linked images.
- Printing is done on a **CMYK** printer so **RGB** and **PMS** colors will be approximated.
- Images should be 100-120ppi at full scale print size - no more - no less.
- Files can be designed 25% or 50%, just note that images should still scale to 100-120ppi.
- Bleed is only necessary when printing 2-sided signs or when size is imperative.
- We are operating with the current versions of Adobe CC software on a PC system.

► Technical Specifications for Designing "Octanorm" panels.

- No bleed is necessary, but there is a "dead" space of .5" on all edges that are inserted into the aluminum framing system. Avoid text getting too close to panel edges.
- When "tiling" a design over multiple panels that are divided by the frame, allow for a space of 1.125" between each panel. This will allow for the uninterrupted flow of design.
- Any panel size quoted for design IS the actual panel size and the notes above will apply.
- When designing a multiple panel unit, be sure to send a diagram for panel placement.

► Sending files to Excel.

- Files less than 10MB can be e-mailed directly to Brant@Exceldecorators.com
- Files up to 2GB can be sent to Brant@Exceldecorators.com through WeTransfer.com
- Files may also be shared with Brant@Exceldecorators.com on Dropbox.com
- If you need a more secure transfer method, contact me for our FTP server information.

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