

Graphic Preparation Guidelines

FORMATTING FILES

Files should be submitted in one of the following formats (native formats are preferred):

- Adobe Illustrator up to CC (.ai , .eps , "editable".pdf)
- Adobe Photoshop up to CC (.psd , tiff , jpeg)
- Adobe InDesign up to CC (.indd , .idml)

SUBMITTING ART FILES

Files may be submitted in any of the following manners:

- CESi Cloud (*please ask project manager for link*)
- Dropbox / WeTransfer / FTP site
- Flash-drive / External hard-drive / CD / DVD / BLURAY

RESOLUTION AND SCALE

- ❑ Files should be submitted at 100% to scale (unless otherwise indicated).
- ❑ File resolution should preferably be 150-300 DPI at final output; larger files (Murals) are relative to final size but should not be less than 100 DPI at final output.

BLEED AND CUT-PATHS

- ❑ Files should include a minimum of 0.5" of additional bleed.
- ❑ Larger graphics types require a minimum of 2" of additional bleed (ex. Murals, SEGs, Wallpaper).
- ❑ Include all crop marks and cut paths on separate layers for finished sizes and shapes.
- ❑ On any fabric or full wrap graphics ensure critical graphic elements are at least 0.5" inset from final size edges (be cautious of edges if material that can stretch).

FONTS

- ❑ Fonts should be copied and converted to outline on a separate layer with the live fonts on a non-printing layer.
- ❑ Please provide all used fonts with support files. Including these fonts insures that any minor edits to sizing or typos can be corrected without delay, and all fonts can be read by our graphics team if left unconverted.

IMAGES

- ❑ Images should be linked and not embedded.
- ❑ All images (linked or otherwise); images should have a resolution of at least 200 dpi or higher at final size (ex. 400 dpi at half size, 800 dpi at quarter size). Full bleed images submitted at final size (with no bleed included) will be subject to 0.125+" crop when produced.

COLORS

- ❑ Desired colors should be specified and named as PMS Pantone Spot swatches when used (please no custom names). Any CMYK or RGB color builds will print as is.
- ❑ Indicate critical color matches on a slug layer or color palette
- ❑ Specify any extra color matching is required (such as matching paint color to paint colors)
- ❑ Please remove any unused named Pantones from production files to avoid confusion.

DIMENSIONAL LETTERS / SCREEN PRINTING / CUT VINYL

- ❑ Files for cut vinyl, dimensional elements or screen-prints must be submitted as vector art (.ai, .eps).
- ❑ Production files should be accompanied by additional layouts showing the elevations and positioning of the final graphic, labeled with accurate dimensions for mounting.
- ❑ For screen-printing, separate all individual colors onto their own layer.
- ❑ For dimensional graphics and cut vinyl, consider fonts, sizes, thicknesses and mounting carefully (serif fonts, trademark logos, small symbols, ect. cannot be produced at smaller sizes).

NOTE

Please proof your artwork. Although Capitol Exhibit Services makes our best efforts to check information as a courtesy, we cannot be held responsible for typos or other graphic errors on supplied production files.

When proofs are required, please note that all art is reproduced in a low-resolution format for review purposes, and is not reflective of print quality.

For any other graphics related questions or concerns, please contact the graphics department Monday-Friday 8am - 5pm (EST).