

Art Guidelines

Printing in large format for exhibits requires special attention to exact size and resolution.
Please follow guidelines to avoid additional charges and/or delays.

Do Checklist

- **Provide Art In Production Ready Format.**
The Following Are Included In Our Pricing:
 - Inspect files for scaling
 - Verify all fonts are provided and/or outlined
 - Verify bleeds and file links are included
 - Verify supplied file formats are compatible with our systems
 - Set color as close as possible to provided hard copies or specified PMS match
 - Provide e-mailed PDF proof for production (subject to lead-time standards)
- **Scale:** Full scale is best. 1/2 and 1/4 size are acceptable only if it is absolutely necessary. Images must be sized accordingly.
- **Color Matching:** Use Pantone™ Matching System (Solid Coated) for all specific color matches desired... or provide a printed color sample for us to match (letterhead, brochure, etc.). Use CMYK for photos.
- **Fonts:** Make sure fonts are included or outlined. Supply all fonts used in your artwork (both screen and printer) or convert text to paths. We cannot use PC fonts.
- **Proof:** Include a color PDF or hard copy proof of your final art for us to compare to when we review your files.
- **DPI:** Minimum DPI is **75 At Final Output Size** if using photos only. For images with raster-based text and effects minimum DPI is **125 At Final Output Size**.

Accepted Software Programs

- **Adobe Illustrator 2023**
This Is Our Preferred File Format
- **Adobe InDesign 2023**
- **Adobe Photoshop 2023**

Please Note: If you are working on a platform that does not support any of these applications, please contact our art department to discuss your options before producing any artwork. Files supplied in other applications may require rebuilding or may not be usable at all.

Don't Checklist

- **The Following Are NOT Included In Our Price:**
 - Assembling Files
 - Correcting or modifying supplied files
 - Replacing or modifying supplied images
 - Proofreading supplied files
- **DO NOT EMBED LINKED IMAGES:** Supply all original files for linked elements.
- **DO NOT OVERSIZE IMAGES:** Anything above 125 DPI at full size will make your file unnecessarily large and will not improve quality. (See **"Formula For Determining Needed DPI"** on **Page 2** for more details)
- **DO NOT UPLOAD INDIVIDUAL FILES:** To ensure that your art is correctly matched up with your order, gather all of the needed files and compress into one file before uploading. (See instructions on **Page 3** for more details.)

Unacceptable Software Programs

- **Quark Express:** We are no longer accepting Quark Express files. If you are using Quark and do not have any other options, please save as an .eps then double check the file by opening it in another program before submitting.
- **Acrobat: We do not accept PDF files for printing.**
- **Microsoft Office Programs**

Formula For Determining Needed DPI

Divide the height of the final image by the height of the original image. Then multiply by the desired final DPI. If smaller type is used, then the higher 125 resolution is needed for clarity.

Resolution Formula:
Original Image Height: A"
Image Height: B"
Required Final DPI: 75 to 125*

$B \div A \times 75 = \text{DPI at the original size for correct final enlargement}$

Example:
Original Photo Height: 10"
Final Photo Height Required: 92"
 $92 \div 10 \times 75 = 690 \text{ DPI}$

*Change the "75" in the equation to "125" for the correct size when smaller type is used. If you have doubts on which formula to use or if you want us to calculate it for you, call the Downing Art Department.

Crop Marks & Bleeds

Please include crop marks or a cut line. They will be removed before printing. All outside edges for rollable and rigid graphics require a minimum of 1/4" bleed.

Fabric graphics require 1" to 2" of bleed.

Mural Images

Continuous Images Over Multiple Panels

When you plan to have a single graphic span over more than one panel, do not create them as separate panels. Create the layout as a Single Mural Without Interruption Or Breaks. Combine the size of each panel needed to determine the actual size to make your layout. **Create One Large Seamless Image.** Use tick marks to indicate where you believe the panels will be cut. Marrying panels is an exact science and we will need to determine the precise location of the cuts. Only the outside edges of your single graphic mural will require a bleed.

Vector vs. Raster

Vector artwork is preferred. Vector art* is resolution independent. It provides the best enlargement results. Vector based layouts are sharp, crisp, and clean. Art can be scaled to any size without a loss of quality.

Raster images are resolution dependent. Results can be poor, particularly if images are enlarged. See our Formula For Determining Needed DPI.

*Vector art is required for ALL vinyl graphics.

Proofing Process

We e-mail PDF proofs for approval. These proofs are only good for layout, spelling, etc. **Do Not Depend On These For Accurate Color.** When color matching is particularly important, we recommend the printing of a color digital test proof. These proofs are produced using the same processes and materials as in the production of your final display. Color proofs typically require additional time and are chargeable.

Sending Art Files To Downing Displays

In order to use File Transfer Protocol (FTP):

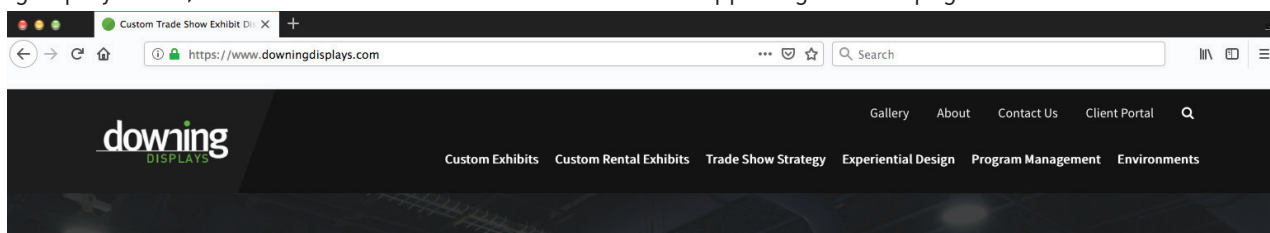
- You must compress your artwork files into one file, including a PDF proof. Please name your file beginning with the order number provided, the customer name, and the current date. It is important that you name your compressed file according to our guidelines to ensure that your art is properly matched up with your order.

EXAMPLE: 12345_DOWNINGDISPLAYS_03_14_23.ZIP

- You must include all native art files with fonts and supporting links, as well as a final PDF of each layout.

Using The Downing Displays FTP Website

Visit www.downingdisplays.com, and click on “Client Portal” located in the upper right of the page.



Click the “File Upload” icon at the bottom of the page and follow the instructions on the next page.

