

Graphic Submission Guidelines

To help ensure your artwork prints correctly and looks great onsite, please review the guidelines below before submitting your files.

1. Artwork Size & Image Quality

- Please design your artwork at the final size it will be printed whenever possible.
- Images should be clear and high quality:
 - Most graphics should be at least 100 dpi
 - Very large banners viewed from a distance may be 75 dpi
- If artwork is designed smaller than final size, image quality must be higher to compensate.
- When in doubt, do not reduce image quality—higher quality is always better.

2. Color Requirements

- All artwork must be set to CMYK color mode (standard for professional printing).
- Colors may look different on screen than in print; this is normal.
- Please do not submit files set to RGB unless specifically requested.

3. Accepted File Types

- PDF (print-ready) – *preferred*
 - Adobe Illustrator (.ai)
 - Adobe Photoshop (.eps or .tif)
 - Adobe InDesign (.indd) – must include packaged files
- If you are unsure which format to use, PDF is the safest option.

4. Logos & Fonts

- Logos should be submitted as vector files whenever possible.
- All fonts should be outlined or included with the file.
- If fonts cannot be outlined or included, please let us know in advance.
- If a vector logo is unavailable, submit the highest-resolution version you have.

5. Packaging Your Files

- If submitting editable design files, please include all images, all fonts, and a print-ready PDF.
- Group all files together in a single folder or ZIP file.
- Clearly label final files as PRINT.

6. Bleeds (Optional)

- Bleeds are not required.
- If included, please add 0.5 inches on all sides.

Helpful Tip: If you are unsure whether your artwork meets these requirements, please send what you have as early as possible so we can review it before production deadlines.

Send files to Jannine Griese at jgriese@plasticsurgery.org