FREEMAN

graphic artwork submission guidelines

guidelines

Select from the menu below or bookmarks on your left.

- *Resolution*
- *Size*
- *Structures*
- *Photoshop files*
- *Illustrator files*
- *InDesign files*
- *Submitting files*
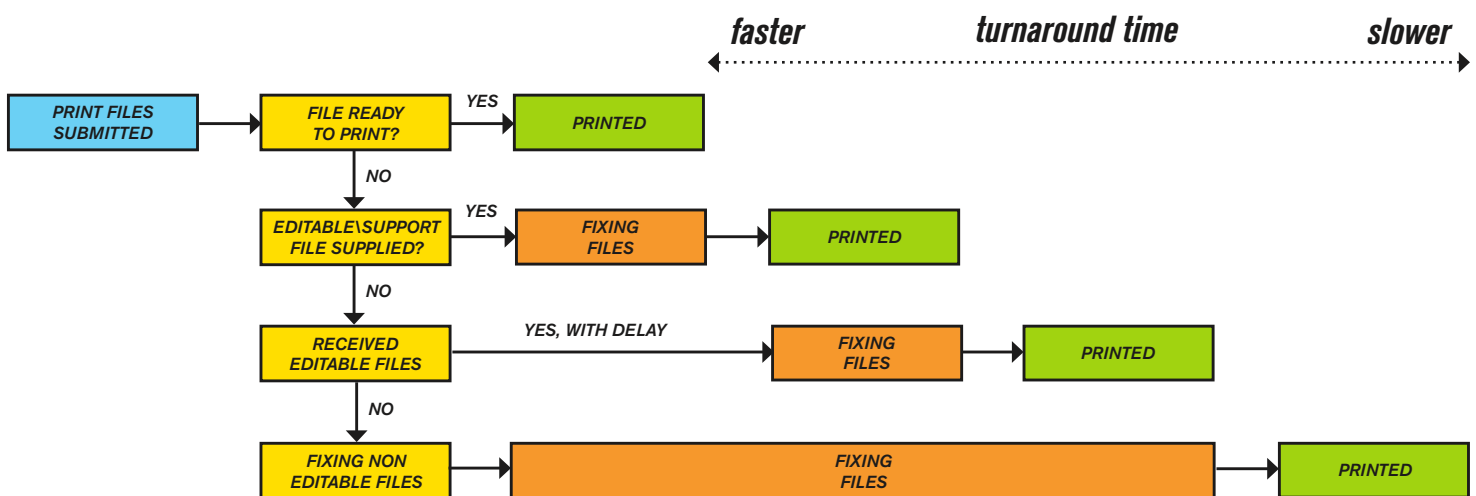
about this document

Our goal is to provide you with the best quality graphics for your event or exhibit. You can help us in that effort by providing digital art files using the following guidelines. The purpose is to assist you in the process of creating files that are acceptable for production. Please follow the file saving, resolution and color matching guide. Adhering to these guidelines will greatly enhance the success of producing your graphics.

basics

Our specialists are trained to fix all the problems they detect, but they may face files that are not easy or quite impossible to fix: missing fonts and links, missing editable/native files, etc.... Therefore, we provided detailed guidelines on the most common file types and formats. We are sure that these guidelines will help you set up files easily and help us produce graphics trouble free. We prefer Adobe Illustrator and InDesign generated files.

typical scenarios

Best option for printing or file fixing is to have print-ready and editable files submitted together. See following pages for more details.

faster   turnaround time   **slower**

| PRINT FILES SUBMITTED | → | FILE READY TO PRINT? | —YES→ | PRINTED |

NO ↓

| EDITABLE\SUPPORT FILE SUPPLIED? | —YES→ | FIXING FILES | → | PRINTED |

NO ↓

| RECEIVED EDITABLE FILES | —YES, WITH DELAY→ | FIXING FILES | → | PRINTED |

NO ↓

| FIXING NON EDITABLE FILES | → | FIXING FILES | → | PRINTED |

resolution (images)

NOTE: *This section describes resolution recommendations for images only. If you have vector art - please keep it the way it is. We do not recommend rasterizing vector art (logos, backgrounds, etc...), since it will print sharp at any print size.*
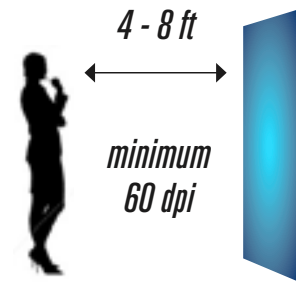
minimum resolutions for 4 - 8 ft (normal) viewing distance:

Resolution should be a minimum **60dpi** (100dpi is preferred). 60 dpi produces good looking images from a close viewing distance (4 - 8 ft). This applies to art when supplied at 100% scale (1:1). When using a different scale, resolution changes accordingly (increases):
Art submitted at 1:2 scale - minimum resolution should be **120dpi** or more.
Art submitted at 1:4 scale - minimum resolution should be **240dpi** or more.
Art submitted at 1:8 scale - minimum resolution should be **480dpi** or more.

4 - 8 ft

minimum 60 dpi

minimum resolutions for 15 ft or more viewing distance:

For very large prints, such as hanging banners, when viewing distance is over 15 ft, the minimum resolution can drop down to **30dpi** (at 100% scale). If your file already has a greater resolution, leave it as is. A higher dpi is always preferred. As large graphics are often created in scale, please use the list below to estimate your resolution:
Banner art submitted at 1:2 scale - minimum resolution should be **60dpi** or more.
Banner art submitted at 1:4 scale - minimum resolution should be **120dpi** or more.
Banner art submitted at 1:8 scale - minimum resolution should be **240dpi** or more.

15 ft or more

minimum 30 dpi
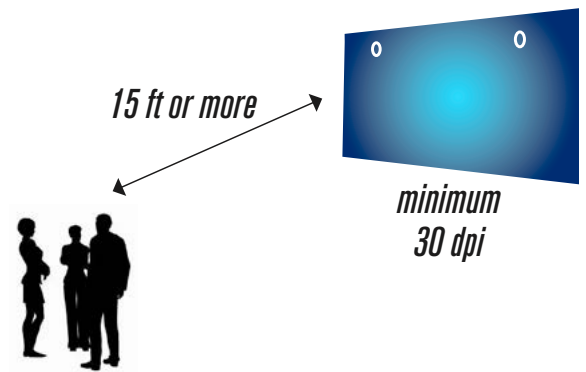
maximum resolutions

In some instances, resolution on files are excessive. This causes long/incomplete download times and possible editing/processing delays. If you are not sure what resolution would be suffucient, please contact us.

visual comparison of different resolutions:

The resolution comarison chart below is best viewed at 100% zoom on your monitor and observed from few fet away. Please note that renderings may look better in print than on your monitor.
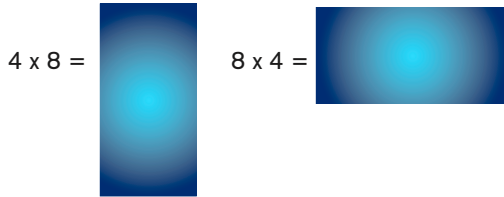

| 300dpi | 100dpi | 80dpi | 60dpi | 40dpi | 20dpi | 10dpi |

size

width and height

When communicating sizes, width is always listed first. Height second.

4 x 8 =   8 x 4 =

scale

It is important to calculate the resolution of your images when submitting files in scale. Please refer to our "Resolution" section in this document for more information. The most common scales are indicated as **1:1, 1:2, 1:4, 1:8 , 1:10 or 1:12** where 1ft = 1 in. This indicates how many times the art is smaller than the desired printed size.

precision and accuracy

It is always important to be very precise with art placement on the page or artboard. Small gaps can become very big ones when working in large scales.

maximum page size

Page or artboard size should never exceed 200 inches. This is a PDF limitation and files bigger than 200" will be cropped.
        Example: Final graphics size is 216" inches. Please create your artwork in 1/2 scale (108"). Indicate which scale you used.

structures

NOTE: You can always request a template with accurate panel sizes and breaks to be created in Illustrator for your convenience. Otherwise, follow the guidelines below.

(inset) graphics in metal frame structures

If artwork covers multiple continuous panels, best practice is to provide one graphic file covering multiple artboards. Account for metal spacing: Draw artboards at 100% scale with 1.25" between them and place art over it. If working in a different scale, spacing should be calculated accordingly. See an example below:


*1:1 SCALE
Illustrator file*
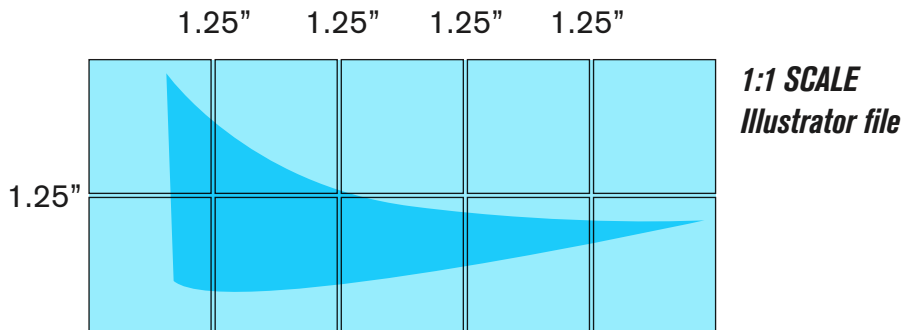
Final look, art aligns
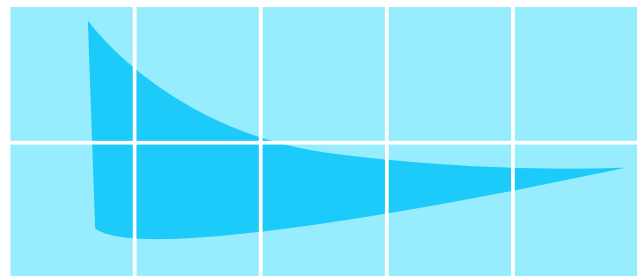
graphic overlays

Overlay graphics do not need spacing between panels. Best practice is to provide artwork placed on overall size artboard. Based on provided detail, use guides to indicate splits and if possible, try to avoid logos or copy running thru splits. Actual tiling of panels will be done during production stage.
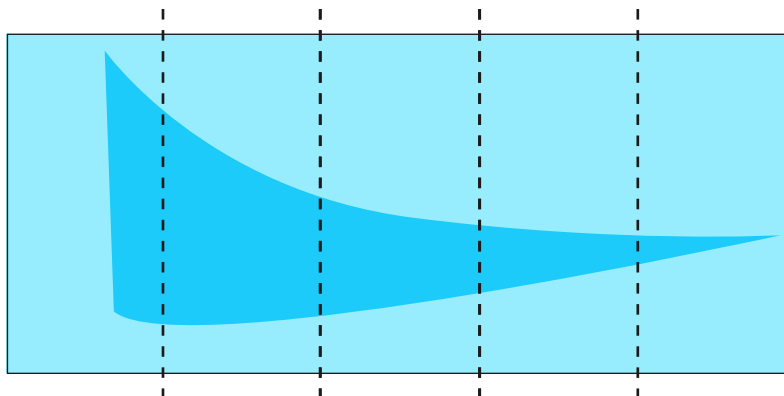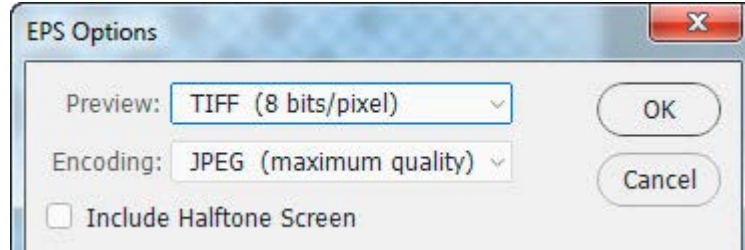
photoshop files

regular images

Best format for regular images is "Photoshop.eps" (JPEG maximum quality). It speeds up the layout process in Illustrator and InDesign. *IMPORTANT: Match "EPS options" from the screen capture below!*

transparent/complex images

For images with transparency, layers, spot and alpha channels, use *Photoshop.tiff or PDF with "Preserve Photoshop Editing capabilities" checked on.*

other formats

We prefer the formats listed above, but do support all image formats such as jpg, png, psd, 16-bit modes etc,. Few notes:

- jpgs should be high or max quality
- psd font layers should be rasterized (or fonts submitted)
- 16-bit images have to be used in InDesign only. Illustrator converts to 8-bit.

CMYK vs RGB

We support both color modes. CMYK is preferred since RGB images may display more vividly on your screen than final print.

color profiles

For accurate color preview, use the profiles and settings listed below. We are a G7 certified company. Our color management revolves around the Gracol standard. We use GRACoL2006_Coated1v2 profile for CMYK and Adobe RGB 1998 for RGB images. Please note that your screen has to be calibrated and profiled in order to display an accurate color rendering.
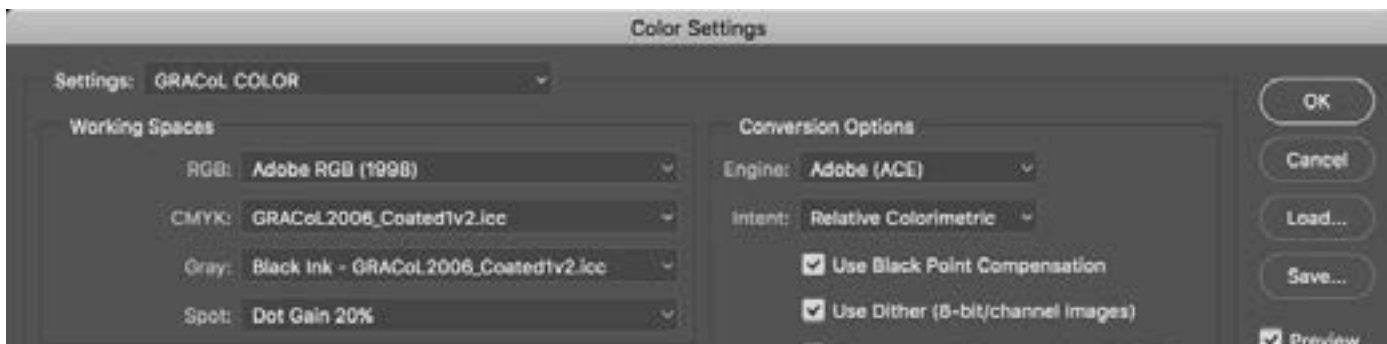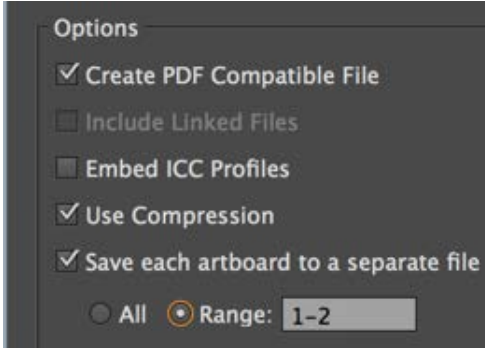
illustrator files

saving PRINT files as .Ai

Illustrator PRINT files can be saved as AI files. Please match screenshot settings. "Create PDF Compatible File" MUST be on. Artboards can be separated into individual files (range).

saving PRINT files as .PDF

Illustrator PRINT files can be also saved as PDF files. It is very important to select the compatible PDF format. We recommend PDF/X-4 standard.
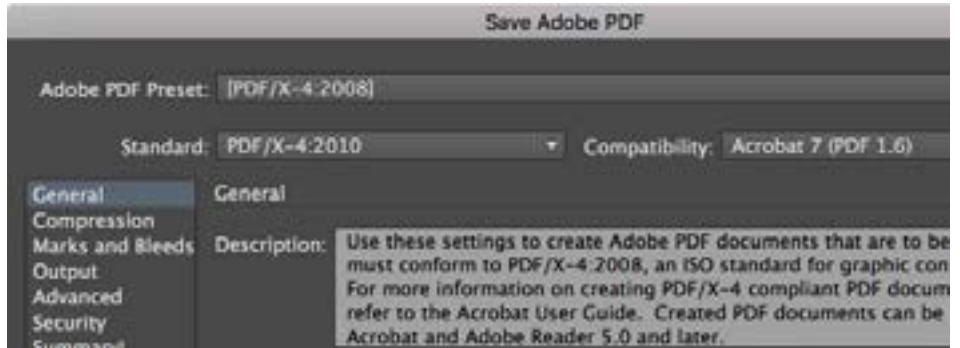
vector art:

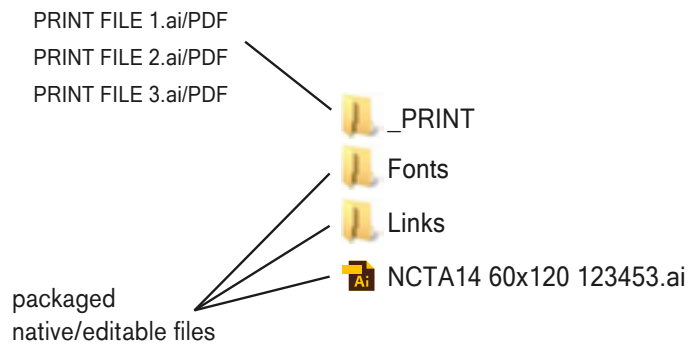Logos should be vector and have outlined fonts. If vector version is not available, provide high-res images.

native version (editable)

We strongly recommend submitting editable version of the files as well, including links and fonts. This is valuable in case a new PRINT file has to be generated. The best way to provide native files is by **"Packaging"** (File/Package). If you are a Mac user and your fonts are other than .otf, please zip pakaged files.

example

This is an example of all files submitted. By packaging, Illustrator creates most files and foiders. _PRINT folder is created by user and contains printable version of the files described above.

PRINT FILE 1.ai/PDF
PRINT FILE 2.ai/PDF
PRINT FILE 3.ai/PDF

_PRINT
Fonts
Links
NCTA14 60x120 123453.ai

packaged
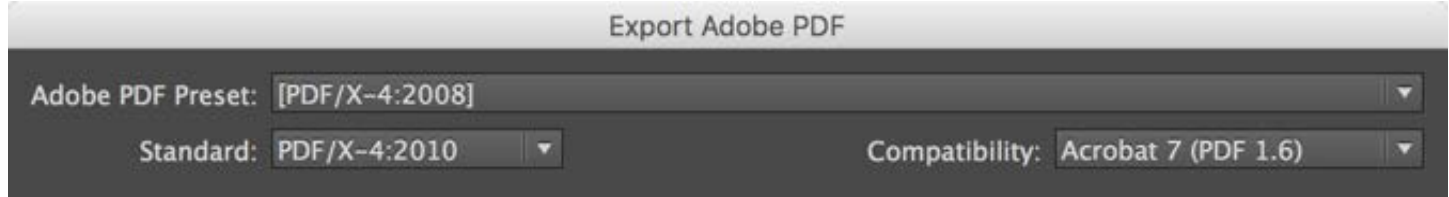native/editable files

color profiles

For accurate color preview, use profiles and settings listed below. We are G7 certified company. Our color manegement revolves around Gracol standard. We use GRACoL2006_Coated1v2 profile for CMYK and Adobe RGB 1998 for RGB images. Please note that your screen has to be calibrated and profiled in order to display accurate color rendering.
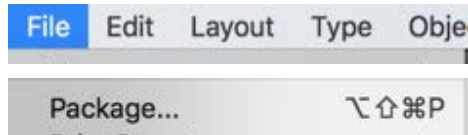
InDesign files

export PRINT files as PDF

Export all pages as PDF/X-4 file. Make sure to select correct preset. Match screenshot below.

Export Adobe PDF

Adobe PDF Preset: [PDF/X–4:2008]

Standard: PDF/X–4:2010   Compatibility: Acrobat 7 (PDF 1.6)

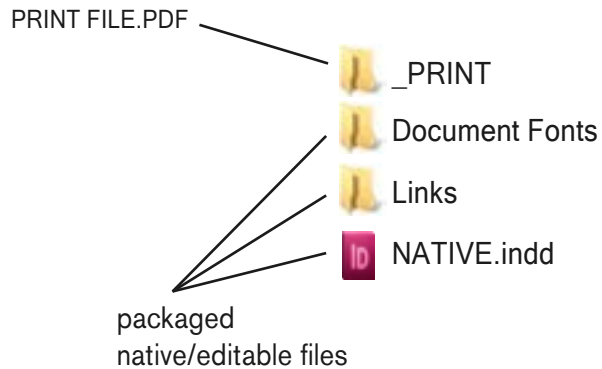## package native files (INDD, links and fonts)

Go to File/Package and complete the steps. Watch for any warning signs as some files might be missing.

File   Edit   Layout   Type   Obje

Package...   ⌥⇧⌘P

example

This is an example of all files submitted. By packaging, InDesign creates most files and folders. _PRINT folder is created by user and contains printable version (PDFs) of the files described above.

PRINT FILE.PDF

_PRINT

Document Fonts

Links

NATIVE.indd

packaged
native/editable files

color profiles

For accurate color preview, use profiles and settings listed below. We are G7 certified company. Our color manegement revolves around Gracol standard. We use GRACoL2006_Coated1v2 profile for CMYK and Adobe RGB 1998 for RGB images. Please note that your screen has to be calibrated and profiled in order to display accurate color rendering.