

**Freeman<sup>7</sup>**

# **Guidelines for submitting graphics**

Best practices for preparing  
graphic files

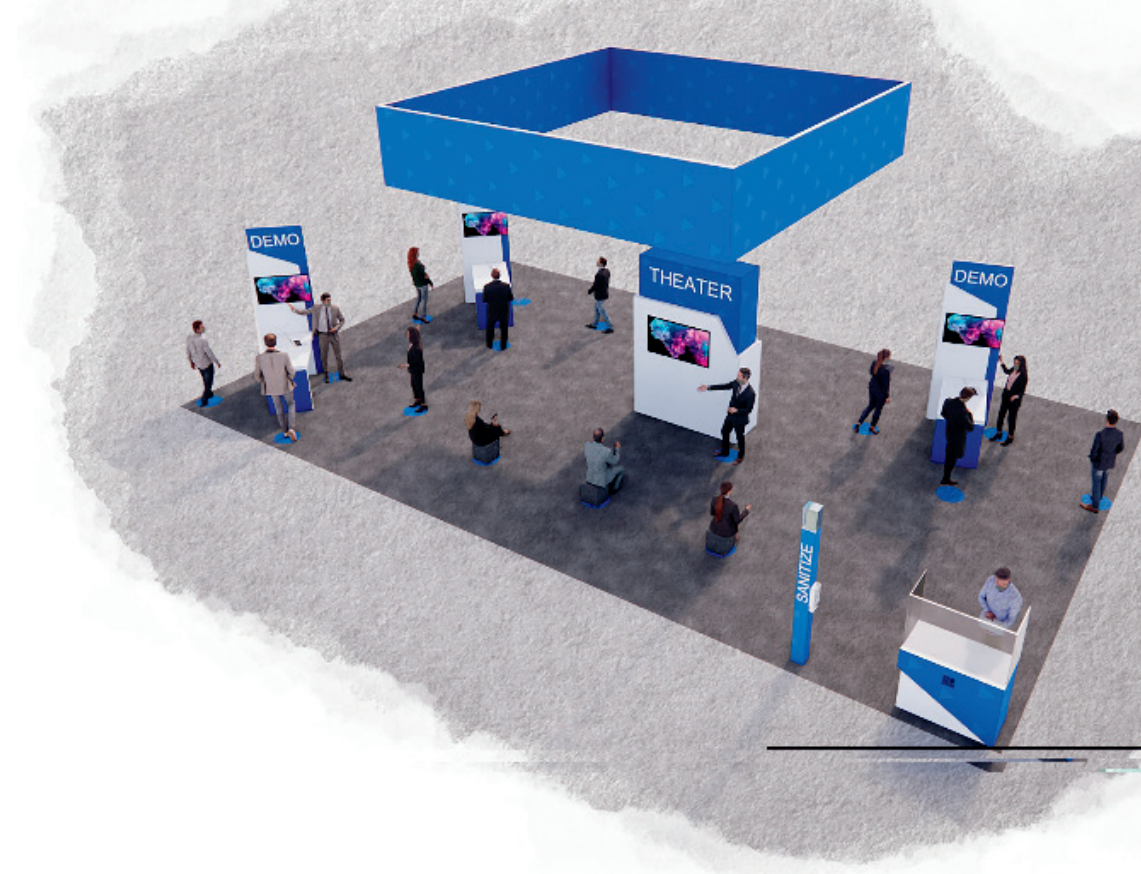
# Resolution

## Maximum resolutions

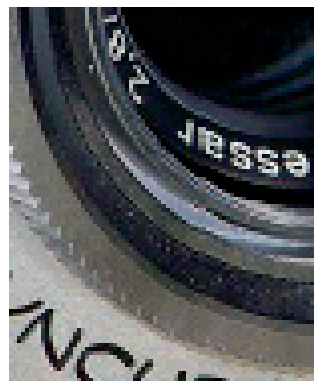
In some instances, resolution on files is excessive. This causes long/incomplete download times and possible editing/processing delays. Please see guidelines on p.3 and contact us if you're unsure what resolution would be sufficient (see last page of PDF for contact information).

## Visual comparison of different resolutions

The resolution comparison chart below is best viewed at 100% zoom on your monitor and observed from a few feet away. Based on viewing distance to graphics, some prints will look better than what you see on your monitor.



300 dpi



100 dpi



80 dpi



60 dpi



40 dpi



20 dpi



10 dpi



## Minimum resolutions for 4-8ft (normal) viewing distance

Resolution at 4-8 ft: 75 dpi = min, **100 dpi = ideal**, 120 dpi = max  
100dpi produces good looking images from a normal viewing distance of 4-8 ft.

This formula applies to art when supplied at 100% scale (1:1).  
When using a different scale, resolution increases accordingly:

- Artwork 1:2 scale — 200dpi or more
- Artwork 1:5 scale — 500dpi or more
- Artwork 1:10 scale — 1000dpi or more

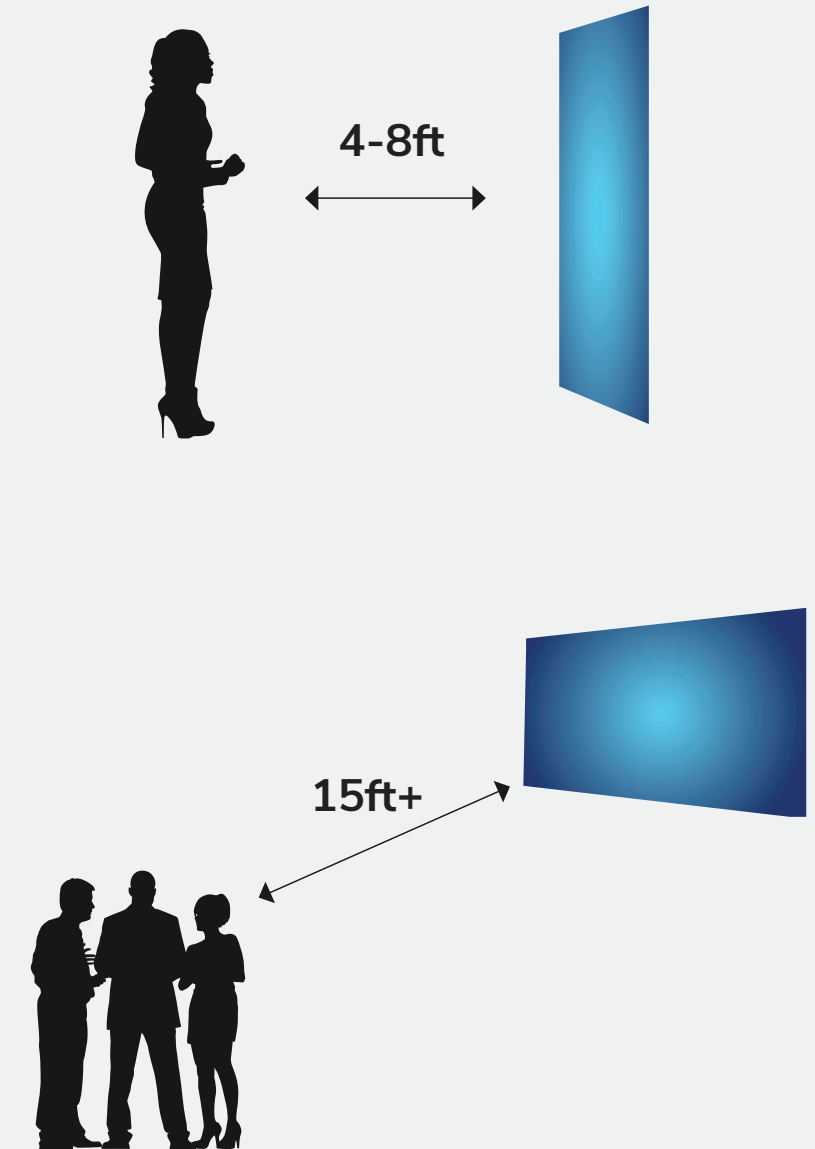
## Minimum resolutions for 15ft (normal) viewing distance

For very large prints, such as hanging banners, when viewing distance is over 15 ft, the minimum resolution can drop down

Resolution at 15 ft: 60 dpi = min, **75 dpi = ideal**, 100 dpi = max

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 150dpi or more.
- Banner art submitted at 1:4 scale — minimum resolution should be 300dpi or more.
- Banner art submitted at 1:8 scale — minimum resolution should be 600dpi or more.



# Adobe Photoshop Files

## Regular (flat) images

Save images as CMYK and choose Photoshop.eps format: Select 8-bit preview and jpeg (max quality).

**Tip:** Illustrator can take advantage of this format for very versatile handling. Select “Use Low Resolution Proxy or Eps images” in Illustrator preferences.

## Complex images

If your images contain layers, clipping paths, spot colors, effects, etc., save as TIF. Set view to Overprint Preview to test complex art and RGB conversion to CMYK.

**Tip:** Select LZW compression. It’s a lossless compression that allows you to preserve layers, while decreasing file size.

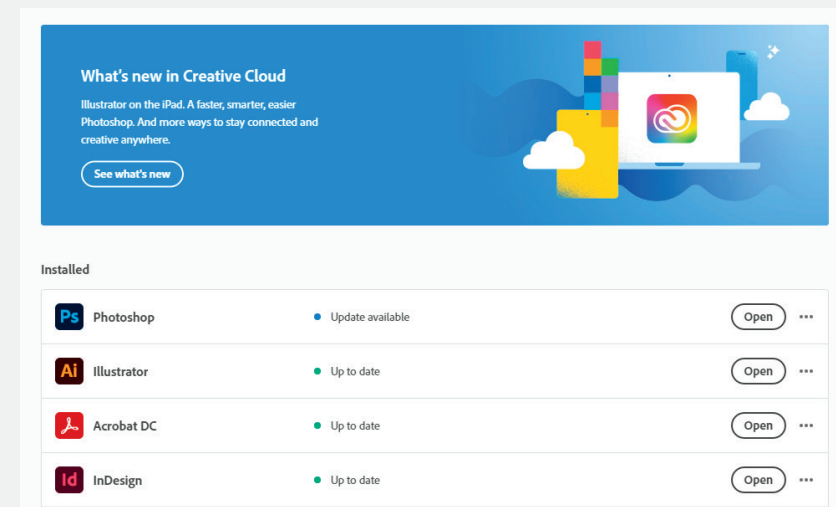
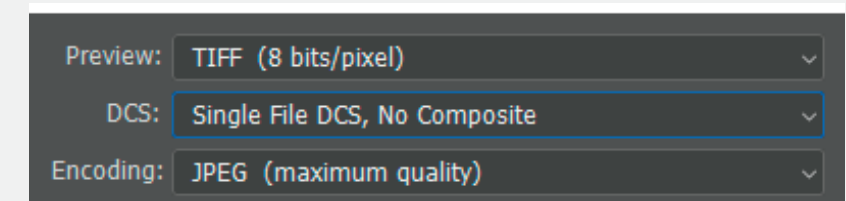
## Adobe Creative Cloud

We welcome the use of Creative Cloud libraries and invite you to include Adobe Stock images and fonts in your library.

**File Size;** We recommend **not** creating files over 2GB

**Color;** We print in CMYK and RGB files will be converted. PMS, the preferred for color matching.

**Bleed;** We recommend 1" inch all around - Keep all copy and imagery clear of the bleed



# Adobe 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 when saving \*so screenshot is clearly indicated
- 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.
- Select “Save each artboard to a separate file” and “Range.”

The best way to send files is to provide Packaged Native files from Illustrator accompanied with Print files.

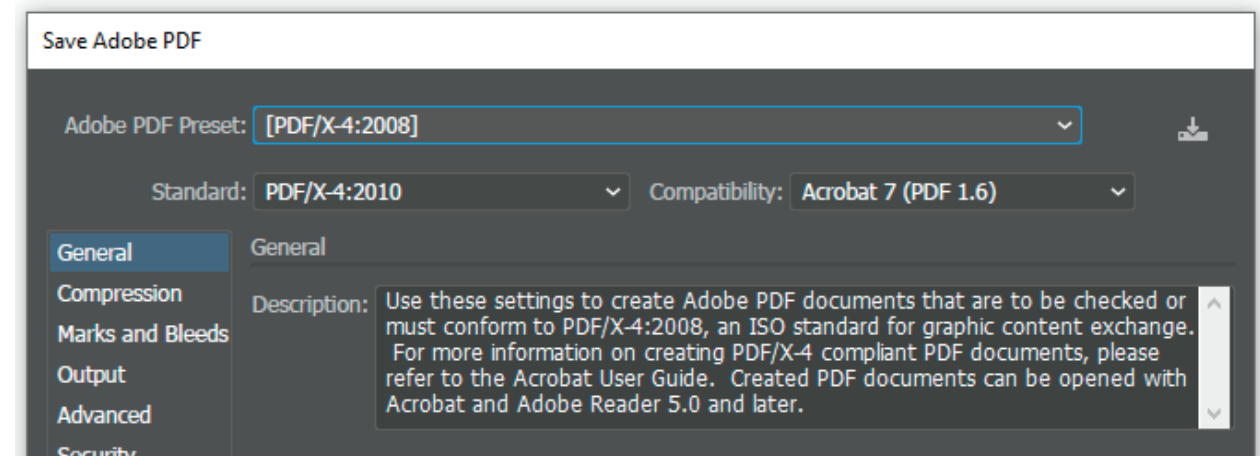
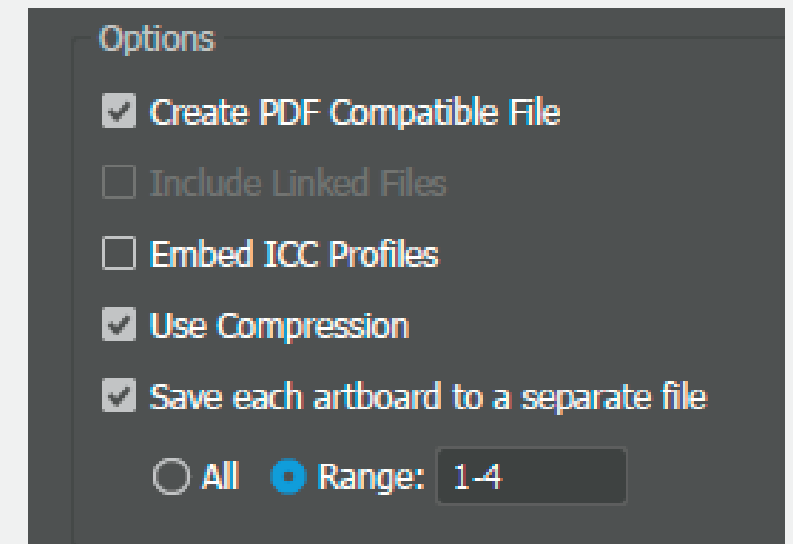
## Illustrator Native files:

- Place all the images as links and provide links.
- Save as a .ai file with “Use Compression” option.
- “PRINT” folder.

**File Size;** We recommend **not** creating files over 2GB

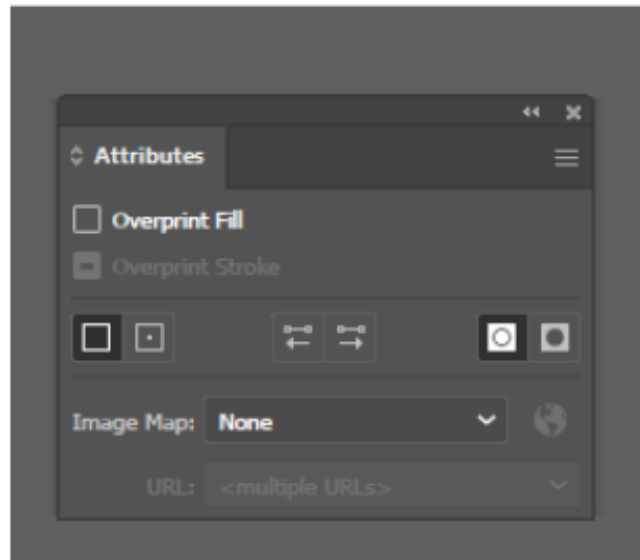
**Color;** We print in CMYK and RGB files will be converted. PMS, the preferred for color matching.

**Bleed;** We recommend 1" inch all around - Keep all copy and imagery clear of the bleed



## Vector art

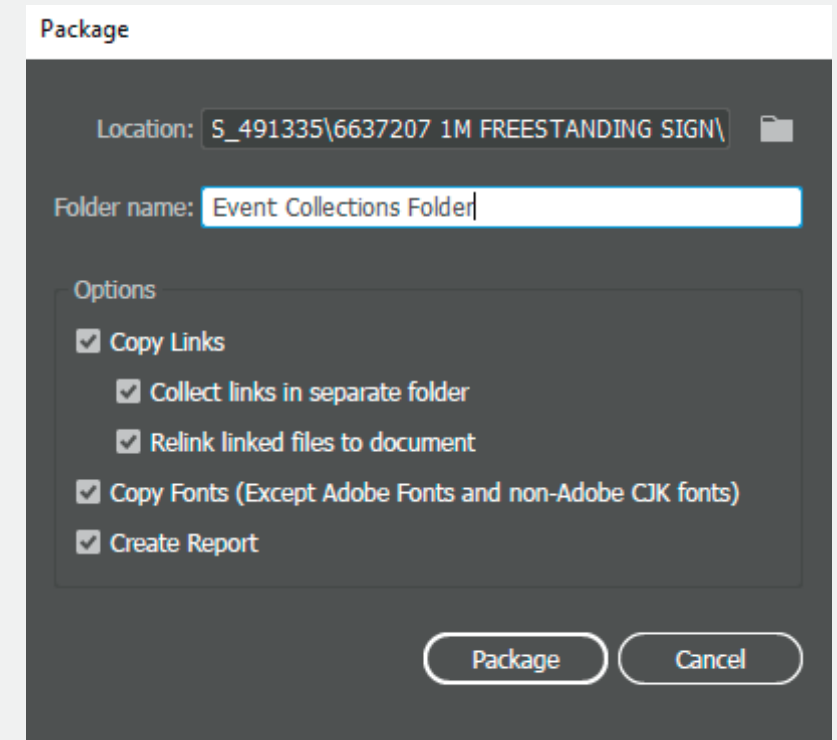
Logos should be vector and have outlined fonts. If vector version is not available, provide hi-res (high resolution) images. Turn off Overprint stroke/fill from white logos. It will cause the logo to drop out when printing art. Jpg and Png art and logos are not ideal for large format printing.



## Native version and Packaging

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 with the packaged files. and submit.

This is an important step since it collects all the links and fonts we may need. If you are using Mac fonts (non-OTF) and you are not sure, you may outline the fonts.



# Adobe InDesign Files

## Native files

Save and Package all your InDesign files accompanied with Print PDF files.

- Export print files as PDF/X-4:2008.
- Create separate \_PRINT folder.
- If you are using Mac fonts (non-OTF) please zip the folder before submitting.
- If you are not sure, you may outline the fonts.

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

Go to File/Package and complete the steps. Watch for any warning signs as some files or fonts might be missing, and images or links could be RGB.

**File Size;** We recommend **not** creating files over 2GB

**Color;** We print in CMYK and RGB files will be converted. PMS, the preferred for color matching.

**Bleed;** We recommend 1" inch all around - Keep all copy and imagery clear of the bleed

