

# GRAPHIC & ART GUIDELINES



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# ARTWORK GUIDELINES

## ACCEPTABLE FILE FORMATS

Illustrator CC 2019 or below  
Photoshop CC 2019 or below  
High Quality PDF - Preferred VECTOR format  
TIFF - preferred RASTER format

High quality, editable PDF's, Illustrator and Photoshop files are preferred, as they are more suitable for large format printing as well as our preflight software. Art time will be charged if files need to be fixed or altered to meet guidelines, so we urge our clients to take advantage of our many graphic templates as they are already set up to the correct dimensions and include information such as obstructions, bleeds, fold and stitch lines.

When sending files, please be sure to include all support art (fonts, linked images, etc.).

Do NOT include printer marks such as crop marks and print registration marks in your printready files.

Please note that Illustrator special effects such as glows, transparencies or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. Photoshop is preferred when using such special effects. We also cannot guarantee color output of these effects.

## FONT SPECIFICATIONS

Fonts must be converted to outlines. If fonts are not created to outlines, please provide TruType fonts. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

## COLOR SPECIFICATIONS

Please provide all vector files (Illustrator & InDesign) in CMYK format. Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format for the most accurate color output. Please provide a hard copy proof of the files being printed for color accuracy and a PDF layout for file layout accuracy.

If Pantone colors need to be matched please specify on purchase order or hard copy reference. All critical Pantone colors **must be plugged into** the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified.

Feel free to submit catalogs, brochures, printed proofs, etc. to use as a color reference. Please provide a layered file for Photoshop files if color matching is required. Art time may be charged to correct flattened Photoshop files.

If color matching to existing graphics, we will need those back to review. Please contact your sales representative for a case number.

We guarantee color matching on all hard copy proofs, specified Pantone colors and client-supplied hard copy proofs. Orders without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color.

## RESOLUTION

All raster files (either print files or linked files) must be at 100-120 pixels per inch at 100%.

## Acusti-fi™ V-CARVE™ & CONTOUR CUT APPLICATION

Artwork must be set-up as a vector file with paths and any fonts converted to outlines. Any vector paths or v-carves that extend to the edge will require a 1/2" bleed.

## BLEED SPECIFICATIONS

All graphics produced require specific bleeds. Below is a general outline for the required bleeds.

- FABRIC HANGING STRUCTURES:  
5" bleed around the perimeter.
- CUSTOM FABRIC GRAPHICS:  
2" bleed around the perimeter.
- CUSTOM FABRIC GRAPHICS EXCEEDING 160":  
5" bleed around the perimeter.
- CUSTOM Acusti-fi GRAPHICS:  
1/2" bleed around the perimeter.  
\*Note: With Acusti-Art™ Box, 1/2" bleed should extend beyond the edge selection (solid, mirror wrap or full wrap)



As a subsidiary of Orbus Exhibit & Display Group®, Fabric Images is a G7 Master IDEAlliance certified printer.



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## SUBMITTING ARTWORK FILES

Files are accepted via Email (up to 5MB), FTP site, DVD and CD or File Transfer site such as WeTransfer, Hightail or Dropbox.  
File size - no more than 1GB files.  
Files can be uploaded to: **www.handbookart.com**  
Please reference the FTP site guidelines below.

## FTP SITE GUIDELINES

We provide an FTP site to upload files quickly and at no additional cost. The site can be accessed through a web browser or an FTP software such as FETCH. Please read below for detailed instructions.

1. Please place all art files in a folder. Please name the folder by client name and purchase order number.
2. Compress files using software such as WinZip or Stuffit. All compressed files must be under 500MB.
3. Access the FTP by web browser or FTP software.

### WEB BROWSER:

Address: **http://www.handbookart.com**  
no user ID  
no password  
choose the anonymous login option

### FTP SOFTWARE:

1. Address: **ftp.handbookart.com**  
no user ID  
no password

4. When your upload is complete, please place the order with your sales representative and include any critical file information.



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