Art Guidelines for large-format digital printing

MEDIA
For electronic files, we will accept art via email (if under 10MB). For hard copies, we will accept art on a CD-ROM or DVD.

RESOLUTION & COLOR
Final output size resolution should be 100 – 150 ppi/dpi. If a piece is 48" x 48" or smaller, 100 - 200 ppi/dpi is preferred. We recommend that all images in your file should be the same resolution. If you have any questions or concerns about potential artwork, please contact us.

LARGE IMAGE RESOLUTION
For output sizes exceeding 48" x 48", please provide raster art with 72 –120 ppi. For output 48" x 48" or smaller, we require 100 dpi, and for 18" x 18" or smaller, we require 200 dpi.

GRADIENTS
When using gradients, please specify both the beginning and ending PMS colors. Gradients created in a vector format tend to band more than gradients created in Photoshop. Gradients that band the most are those that cover a short tonal range in a long dimension.

ACCEPTABLE FILE FORMATS
Adobe Acrobat (.pdf)

Adobe Illustrator (.ai or .eps)

Adobe InDesign (include supporting links and fonts)

Adobe Photoshop (.psd or .tif)

Ask your representative for additional file formats and any associated fees.

FILE SUBMISSION
Please create your art folder as follows:

Primary Folder:
Main art file
Print instructions as a text file
Fonts
Links
LoRes - Guide

ADDITIONAL FILE REQUIREMENTS
Art elements that are imported should be linked and not embedded. Update all links/paths and supply them along with the output file.

Fonts should be converted to outlines as much as possible. If an area of font is not converted to outlines, be sure to include both screen and printer fonts.

Printed copies of your final artwork are appreciated for use as a guide.

If using a scaling measurement, please be sure to indicate it.

When using dielines or i-cut pattern, include a printout of the PDF with the die-line clearly indicated relative to the image.

All nonessential layers and unused elements within each layer should be deleted to reduce the file size.

The minimum bleed for all sides of art is 1 inch.

NOTES ABOUT COLOR
Keep all images in their original color space. If RGB, do not convert to CMYK. If CMYK, leave them in the CMYK working color space.

When designing artwork, please use RGB color build for Photoshop and CMYK for Illustrator.

Specify all spot colors as Pantone Solid Coated except for Black.

Process Black uses CMYK values of 30-30-30-100, never as RGB.

If adjustments including color may be required, please provide a layered image file.

In order to match color, a physical match is required.

Inkjet CMYK can't reproduce every color, however we will try our best to find the closest possible match.

Metallic colors are not reproducible using CMYK inks.

OTHER CONSIDERATIONS
If the team at Worthworks notices unusual discrepancies or errors in artwork, you will be contacted for troubleshooting and resolution. Our aim is to provide you with a product and a result that we can both be proud of.