

ARTWORK GUIDELINES

ACCEPTABLE FILE FORMATS



Ai or eps



Psd



Editable PDF

High resolution and editable Illustrator, Photoshop, or PDF files are preferred. These are more suitable for large format printing as well as our pre-press software. Design time may be charged, if files need to be fixed or altered to meet guidelines.

DON'T FORGET

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

DON'T INCLUDE

Marks such as crop marks and print registration marks in your print ready files.

FONT SPECIFICATIONS

Fonts must be converted to outlines. If fonts are not created to outlines, please provide the font file.

COLOR SPECIFICATIONS

CMYK

Please provide all files in CMYK color format.

PANTONE SPECIFIC COLORS

For critical color consistency, please reference the Pantone or PMS color codes*

*Standard Solid Coated is the preferred color book.

DISCLAIMER

A proof is NOT an accurate color reproduction. The color of your proofs is dependent on your electronic screen settings. Colors may vary dependent on your monitor's brightness, contrast, and color adjustment settings. We print in CMYK, so all submitted files must match accordingly. We are not responsible for any color shift that occurs in conversions from RGB to CMYK color modes.

CONTOUR CUT GRAPHICS

USUALLY DESIGNED IN ADOBE ILLUSTRATOR

VECTOR FILES

Artwork must be set-up as a vector file with fonts converted to outlines.

CUT PATH

A cut path is a vectored shape that is copied to a separate layer named "Cut Path."

RESOLUTION

SET TO 300 DPI

From the beginning, all files should be designed at 300 dpi using high resolution images & graphics.

FILE TOO LARGE?

If your files are too large and your computer's moving slow, reduce your design to 1/10th scale at 300 dpi.

1/10TH SCALE RULE

1/10th scale: 8' ft x 24' ft = 8" in x 24" in

FILE SIZE

LIMITING FILE SIZES

For easier design set up and file submission, try to keep your files under 1 GB.

TIPS ON HOW TO REDUCE YOUR FILE SIZES

1. Follow our 1/10 scale rule.
2. Flatten your Psd (Photoshop) files.
3. Compress your PDF files.
4. Save your Illustrator files that contain jpeg images as PDFs.



— CUT LINE FOR CONTOUR CUT GRAPHICS

WHAT IS BLEED?

Bleed is color that extends passed the face size to guarantee color goes edge to edge

BLEED EXTENDS TO OUTER EDGE

LIVE/FACE AREA

BLEED SPECIFICATIONS

Below is a general outline for some products that require bleed

PAPER PRINTING

Examples: business cards, brochures, flyers, etc.

.25 inch bleed around the perimeter

WINDOW & WALL GRAPHICS

1 inch bleed around the perimeter

VEHICLE GRAPHICS - FULL WRAPS

Full Scale: 6 inch bleed around the perimeter

Half Scale: 3 inch bleed around the perimeter

*Adjust your bleed according to the scale you're creating the file in.

VEHICLE GRAPHICS - LETTERING

.25 inch bleed around text, numbers, or any other graphics being contour cut

RETRACTABLE BANNERS

6 inch bleed added to the bottom of the graphic

SUBMITTING ARTWORK FILES

Files can be sent via Email (up to 10MB).

Files can be sent using file sharing software - WeTransfer, Dropbox, GoogleDrive

Files can be uploaded to: www.gobigprint.com