

GRAPHIC GUIDELINES

This grid outlines the art specifications necessary to manufacture the products of your choice.

PRINTING METHOD	PRODUCTS	ACCEPTABLE FILES	FILE FORMAT	IMPRINTING SPECIFICATIONS
1-Color Thermal 2-Color Thermal Screen Printing	1 - 2 Color Table Throws/Covers 1 - 2 Color Directors Chairs 1-2 Color Banners and Flags	Vector (Fonts must be outlined)	<u>Adobe Illustrator</u> .ai / .eps / .pdf	Solid stock colors only (No gradients or halftones) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
Full-Color Thermal	Full-Color Thermal Throws/Covers Event Tents Concession Stand Full-Color Directors Chairs Full-Color Event Tents Coro Shapes Acrylic Literature Holders	Vector (Fonts must be outlined)	<u>Adobe Illustrator</u> .ai / .eps / .pdf	Solid stock & PMS colors (Halftones/percentages of PMS colors and contained gradients are acceptable) Minimum line thickness .125" (8-9 pts. stroke) Minimum of .25" width & height on all enclosed shapes, at actual print size
Digital Solvent Dye-Sublimation	Full-Color, Front Only Table Throws Full-Color, Full Bleed Table Throws Full-Color Displays Full-Color Retractors Full-Color Lightboxes Full-Color Banners and Flags Posters Displays Brilliant Boards™	Vector Raster (Fonts must be outlined) (Links must be embedded)	<u>Adobe Illustrator</u> .ai / .eps / .pdf <u>Adobe Photoshop</u> High Resolution .tiff / .psd / .eps .pdf / .jpg <u>Adobe InDesign</u> exported as .eps or .pdf (required)	Print ready art (created utilizing our product templates) PMS colors preferred when ordering (CMYK/RGB accepted) Full-color artwork including gradients, raster/photo images & bleeds Raster images must be created at actual size with resolution of at least 100 - 180 dpi.

UNACCEPTABLE FILE FORMATS: Word, Power Point, Excel, Publisher, Pagemaker, Quark, Corel Draw & low resolution scanned images. InDesign, unless exported to an .eps or .pdf format, will incur additional art charges or be rejected.