
Art Guidelines - Linear Displays

Acceptable File Formats:

Illustrator CS2 or below

Photoshop CS2 or below

PDF (high resolution only)

Quark 6 or below (not preferred)

* Photoshop and Illustrator are more suitable for large format printing, and are therefore preferred. Quark files may cause fragmented text or gradients. If this occurs, art time will be charged to fix the files. We recommend that you export the files as EPS, and convert fonts to outlines.

Fonts:

Fonts must be provided or text must be converted to outlines. If you are working on a PC, please provide TrueType fonts or convert all text to outlines.

Resolution:

All rasterized files must be 100-120 pixels per inch (ppi).

Murals:

- Files must be built as one image. Be aware of panel breaks and try to minimize the amount of text that crosses panel seams.
- Do not use Quark for murals, use Illustrator or PhotoShop.
- Illustrator special effects that mimic PhotoShop effects, such as glows, transparencies or drop shadows are not supported for mural output.

Color:

- All files must be CMYK.
- Provide hardcopy layouts on all graphics.
- If Pantone colors are used, please indicate on hard copy.
- Any critical colors pertaining to logos or corporate identity should be called out as Pantone coated or uncoated.

Vinyl (traditional cut) Graphics:

- All artwork must be vector. No gradients. Assign PMS values for color matching.

Dye Sublimation (normally used to print on fabric only):

Add 2" of bleed around perimeter and make sure graphic is proportionate to display.

Online Templates:

StarPowerDisplays.com can supply templates for all banner stand graphics. Bleeds are indicated.

Acceptable Storage Media:

DVD, CD, 3.5" floppy or ZIP disks. FTP upload is also available. Ask for instructions.

* Client-supplied storage media may be discarded after successful completion of job unless otherwise requested.