

**SuperGraphics
accepts art in
these formats:**

Image Files: .jpg .eps .pdf .tif .raw .png .gif .bmp

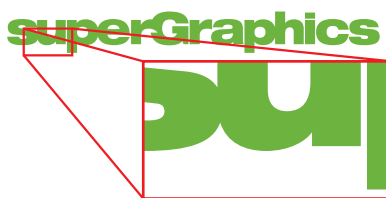
Layouts: Adobe Creative Cloud: *PhotoShop (.psd, .psb), Illustrator (.ai, .eps), Acrobat (.pdf).* **Note:** InDesign documents (.indd) often require additional file processing.

General File Preparation Guidelines:

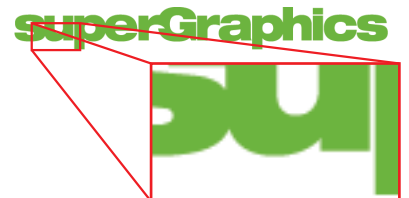
- Build art in **1:1 full scale** when possible or **1:10th scale** for very large graphics, but any **clearly indicated** scale is acceptable.
- Ensure your files include at least **1 inch of perimeter bleed** (i.e. additional art extending 1" beyond the needed finished print size). For example, a 20"w x 30"h poster should have art prepared at 22"w x 32"h.
- Files should be supplied in **CMYK**.
- Please indicate any specific **Pantone** (aka *PMS*) colors as needed for color match.
- All **Logos** should be supplied as vector outlines (*see Figure A below*) or at highest available resolution (raster)
- Convert all text to **outlines** (aka *curves* or *paths*) where possible, or **include copies of all fonts** used in the artwork.
- All **Images** used in the graphic layout should be linked (not embedded) and provided in a folder titled "Assets".
- **Avoid image adjustments** in a layout program. In-program image effects often print differently than they appear on screen.
- All black should be built as **Rich Black** (C:50, M:50, Y:50, K:100) to ensure **deep, solid, rich reproduction**. Single color (aka *grayscale*) blacks will not have the same density that Rich Black will provide.
- **Avoid** the use of [Registration] black, [Paper] white and Overprint transparency fills. These are offset printing options that do not reproduce well in digital printing environments.

Fig. A Vector vs. Raster logos
*Vectors can be resized
without loss of print quality*

EPS Vector Logo:



JPG Raster Logo:



If you have any further questions, your Account Manager will be happy to assist!

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Resolution Suggestions:

- Please note, the quality of the original photo is as important as ppi. **Please see Figure B (below)**
- The recommended image resolution is dependent mostly on **viewing distance**. Higher image resolutions are better for close viewing distances. Here are some **suggested minimum image resolutions** in Pixels Per Inch (ppi) at **final size**:

Close Up	200-300 ppi	<i>(POP displays, hand held prints, etc.)</i>
Arm's Length	150 ppi	<i>(3 to 10 feet distance. Directional / instructional signage, Ad posters, etc.)</i>
Mid-Range	100 ppi	<i>(10 to 25 feet distance. Banners, construction hoarding, passenger vehicle wraps, etc.)</i>
Far Away	50 ppi	<i>(25 feet away or more. Billboards, building wraps, bus / trailer wraps, etc.)</i>

For artwork created to scale, remember that the **resolutions suggested here are at final size**. For instance, if your artwork is created at 1:10 scale, you must multiply the suggested resolution by 10 so it is correct when enlarged.

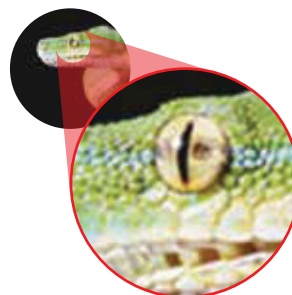
Fig. B Raster Image Quality Distinctions

- Art sampled from the Internet is often low resolution and not for print
- Some large files with appropriate resolution (ppi) are not crisp images
- SuperGraphics will inform you if art does not meet recommended quality

Low Resolution:



**High Resolution
BUT Low Quality:**



**High Resolution
AND High Quality:**



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