



Graphics Guidelines

In order to ensure the best possible service and a quality product, please follow these guidelines when preparing files for digital output. As projects are oftentimes deadline and budget driven, proper preparation of graphic materials will prevent delays and additional charges. These guidelines are intended to be a tool to assist in the creative process; don't hesitate to contact your GGE Project Manager, Account Executive or graphics co-worker with any additional questions or concerns.

FILE PREPARATION

- Adobe Illustrator is the preferred software for all submitted artwork. As an industry standard, Illustrator is unmatched in compatibility and flexibility and lends itself exceptionally well to preparing oversized graphics and vector-based artwork.
- QuarkXpress documents are also acceptable, but present certain challenges in preparing a finished graphic. Quark only allows a maximum image size of 48"x48" (which necessitates scaling in most instances) – proper proportioning is crucial. All guidelines for fonts, bleed and cropmarks must be followed when submitting Quark files.
- File formats such as Freehand EPS, Quark EPS and other editable EPS documents can be opened in Illustrator, but are less encouraged as complex graphics and layouts may not always convert properly.

Follow standard practice when preparing files:

- If possible, submit documents at full size; should scaling be necessary, proportions must match the final desired size. Save each layout as its own file (except in cases where there is a series of the exact same layout with different information applied).
- Indicate the finished size by creating crop marks. Bleed the layout (including placed images) well past the crop marks. Generous bleed is required for all mounted graphics. Please refer to "graphic layout specifics" for more information.
- Include all support files necessary to reproduce the document; image files should be linked rather than embedded. Ensure that all image files are in TIFF or EPS format and saved with the correct resolution and color mode (JPEG and GIF images are not acceptable). Include only the necessary files.
- Text and logos should be outlined/vector-based. Screen and printer fonts should be included in cases where text cannot be outlined. Avoid utilizing TrueType fonts for lambda output.
- Please provide Pantone numbers should it be necessary to match specific colors. All files should match the correct color mode required for output. Be aware that blends, gradients and raster-based effects may be particularly difficult to match. For inkjet graphics with large solid black areas, convert to four color black (c33m33y33k100).

Specifications for oversized graphics:

- The correct resolution is crucial in maintaining image quality in an oversized format. Ensure sufficient dpi by scanning to the finished size or resizing image files to the finished size in Photoshop. Under "image size," in Photoshop, un-check the box next to "resample image: bicubic." Resampling will not create a hi-res graphic from a low-res graphic – it will only make the image appear blurred.
- Except when noted, graphics with dimensions exceeding 50" in both the vertical and horizontal will require tiling; give consideration to how seams will affect the final image. Also consider how finishing will impact the final graphic – frames, pole pockets, grommets, etc. make it difficult to run text, rule lines or borders close to the edge of a graphic.

Media and Hard Copies:

- CD-R or DVD discs are the preferred media for supplying files. File integrity is best assured in this manner. Large files can also be transmitted via FTP sites. Files that can be submitted by e-mail must first be compressed as a Stuff-It archive or WinZip file. Transmission errors and file compression issues limit the usefulness of e-mail as graphic files are often memory intensive.
- Please provide two hard copies of each finished layout. Refer to "graphic layout specifics" for more information.



Graphics Layout Specifics



Crop marks indicate the finished size of the graphic.

Note: crop marks are outside of final image. Dashed line indicates finished size only and should not be included in layout – remove key lines and stroked bounding box in final layout.

 PMS 4655

 PMS 279

File Name: Concept.ai

Finished Size: 24”x36”

Scaling: 100%

Note: provide two (2) hard copies of each file to be produced. Indicate pertinent information on hard copy such as PMS call-outs, file name, finished size, scaling percentage and any production-related notes.

The final layout is prepared with generous bleed.

Note: all items in the graphic which run to the edge and will be trimmed flush must bleed past the crop marks. Placed images must also be prepared to bleed.

The final layout should appear similar to this example.

Note: In Illustrator, crop marks and bleed are easily created; most graphics can be created at actual size. In QuarkXpress, under “document set-up,” set the page size to the finished or scaled graphic size and then bleed artwork past the edge of the page. In the print dialog box, select “registration: centered,” specify an amount for bleed and click “capture settings.”

