

# GRAPHICS

## ARTWORK GUIDELINES



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### ACCEPTABLE FILE FORMATS

We operate on Adobe Creative Cloud which means we have the most current software.

#### We will accept the following file types:

Illustrator CC, CS6 or below  
Photoshop CC, CS6 or below  
InDesign CC, CS6 or below (**not preferred**)

Illustrator files are preferred as they are more suitable applications for large format printing. **Please note that Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. Photoshop is preferred when using these special effects.**

### SUBMITTING ARTWORK FILES

Files are accepted by Email (up to 5MB), FTP site, DVD and CD.

Files can be uploaded to our Hightail Dropbox:  
<https://www.hightail.com/u/FlagSource>

### RESOLUTION

All raster files such as psd, tif or jpg must be saved at 72-100 dpi at 100% (Actual Size).

### FONT SPECIFICATIONS

Fonts must be converted to outlines. If fonts are not created to outlines, please provide the Mac or TruType fonts used in the artwork. If changes need to be made in the file, please provide the fonts and the revised version of the file.

### COLOR SPECIFICATIONS

All files are printed as RGB format. Please send files with an Adobe RGB (1998) color profile. If Pantone® colors need to be matched, please specify on purchase order or hard copy reference. **All critical colors need to be called out in the file as solid coated swatches.**

If multiple swatches are in the file, all will be matched to solid coated unless otherwise specified. Orders without indication of Pantone® colors, supplied proofs or requested hard copy proofs are **NOT** guaranteed for color.

Please feel free to submit catalogs, brochures, printed proofs, etc for use as a color reference. If color matching is required for Photoshop files please provide a layered file.

### ART RECREATION

If you submit a raster file and it is deemed unusable by the graphics dept or you do not have access to a vector file, we can recreate most logos and graphics. Allow 24 hours for standard recreation. In the event that graphics are more time consuming to recreate, there will be a higher art recreation fee. For a quote please contact a sales representative.

### MARGIN SPECIFICATIONS

Different finishing processes such as sleeves, grommets or pole hem with fringe require specific margins and bleeds. Below is a general outline for the required margins.

### DYE SUBLIMATION GRAPHICS

Please keep all logos, type, and any critical information 2" in from the visual edge (Final Size) of the graphic.

Burgees, table throws and table runners have different margins and specified safe areas for placement of your graphics. Templates for these are available online or by contacting a sales representative.

### INK JET GRAPHICS

Ink Jet Flags are meant to be viewed from a distance. If viewed at a closer distance less than 10 feet, ink jet jobs may not appear sharp.

Please keep all logos, type, and any critical information 2" in from the visual edge.

### BANNER STANDS

Each product (retractable, wave banner, blade banner, etc.) has specific margin and bleed requirements. Please refer to graphic template for specific information.

### VINYL GRAPHICS

Please keep all logos, type, and any critical information 2" in from the visual edge (Final Size) of the graphic.

**Avenue Banners** - Standard sleeve size is 3". This requires a 4" Margin Top and Bottom to allow room for stitching of the sleeve. Also make sure all information within the visible area is 1" - 2" in from the sides. For info on margins for custom sleeve sizes, please contact sales.

Templates for products are available online at [www.captaincustom.com](http://www.captaincustom.com)

