

## GRAPHIC ART REQUIREMENTS

### File Formats

Adobe Illustrator: (.ai), Adobe Photoshop: (.psd), (.jpeg) and (.tif).

InDesign: (.ind and .idml files are accepted, but may result in additional cost.)

Production PDFs: (.pdf) are also accepted in some instances, but not all. They may also result in additional cost.)

**Choose “Package” from the “File tool bar” to collect all of your links and type fonts into one folder before submitting. Photoshop package feature does not support gathering type fonts. You must manually copy the type fonts into the folder or convert the type layers to paths or rasterize.**

### File Set Up

**Portables:** See the specific instructions within the templates that have been provided to you prior to art creation.

### Custom Exhibit Graphics:

- **Color:** CMYK, keep all pantone colors as solid spot colors within the cmyk file.  
*Color matching can not be guaranteed if spot colors are not called out.*
- **Image Resolution:** 100 - 150 dpi at full scale, link all images to Illustrator or Indesign and package.
- **Type Fonts:** Include all fonts when packaging or outline all text.
- **Bleed:** See individual instructions. Your artwork must fully fill the bleed area.

### Direct to Substrate: (DTS)

- Bleed: 1/2” bleed unless other wise instructed in job specific art instructions

### Fabrics: (SEG)

- Bleed: 2” bleed unless other wise instructed in job specific art instructions

### Fabrics: (Tension)

- Bleed: 4-6” bleed unless other wise instructed in job specific art instructions

### File Transfer

Files under 15 mb can be emailed to your account executive. Everything larger than that please use our ftp link below or your own ftp service of choice.

<https://spaces.hightail.com/uplink/TheRogersCo>

Please follow the instructions on our website for the needed information when posting.

### Known Issues in Wide Format Printing

Adobe InDesign and .pdf files are accepted but not recommended because of currently known issues in the software’s export process. These include missing fonts within the links, color shifts and graphic elements being dropped from each graphic file. Another issue with exporting files from Indesign as well as Illustrator is transparency. Please provide low-resolution PDFs or screen captures for us to proof from. Files over 1 GB may result in additional charges. Reviewing your files and following these guidelines when submitting print-ready files will help to ensure accuracy and avoid any unnecessary extra or late fees.

### Additional Questions

Please contact your account team at 800.544.3880.