indy displays

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artwork guidelines

what is required?

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acceptable file formats and
the pros & cons of each

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file dimensions, dpi, and print area

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packaging files, including fonts/graphics

color
breakdown of cmyk, rgb, and pms color modes

how & when to send art files

how to send/transfer art files
we use **indydisplays@wetransfer—**
do not send via email, please.

when to send
artwork deadlines must be followed,
failure to meet the deadline can result
in late fees and inability to test fit graphics.

accepted file formats

.pdf

common file format

can be flat or layered depending on how it was saved

pros:
- viewable through common programs
- can be restored to a layered or vector format

cons:
- will save as flat if not saved with "original editing capabilities"

.eps

as a vector file

normally exported from Adobe illustrator.

pros:
- file can be used for vector images
- a flat file can be viewed in non-vector programs

cons:
- file size is larger than an .ai file

.psd

Adobe Photoshop file

raster/ image files

pros:
- works great for editing photographs or raster images
- layers can be saved

cons:
- can only be viewed in Adobe Photoshop
- image size can not be increased without losing quality

.ai

Adobe Illustrator file

vector file format

pros:
- great for logo files
- the best format for vector images
- can be scaled up easily
- layers can be saved

cons:
- can not be read without Adobe Illustrator
- does not work for editing photographs

WE ***DO NOT*** ACCEPT:

indesign, quark, corel, powerpoint, word or publisher files.

most of these programs can export to a pdf or eps file.

tips:

- always keep a copy of your logo in vector format!
- if you reduce the size of an image—always keep the original file!
- these things can not be undone

type of files: layered vs. flat | flat files

pros:

- can be viewed on most computers
- is smaller size than a layered file

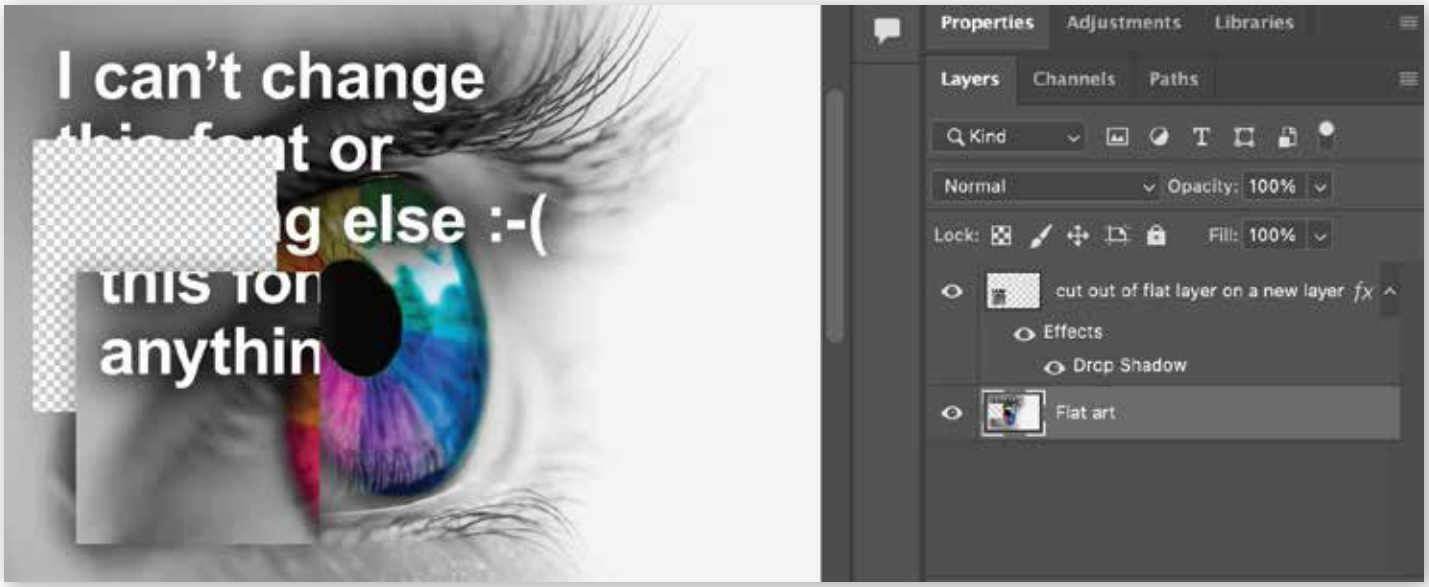
cons:

- can not be easily edited
- depending on how it was saved, it could be lower quality than the original image, which can not be reversed.

example:

this image only has one layer and is 'flat'. You can not move or change content without altering the rest of the image. It is all one piece.

you can create a NEW layer to add new content, which you can delete or turn "on" or "off".



type of files: layered vs. flat | layered art files

pros:

- objects can be easily moved
- words can easily be edited
  ie: change text in an image from 2021 to 2022 on a separate layer

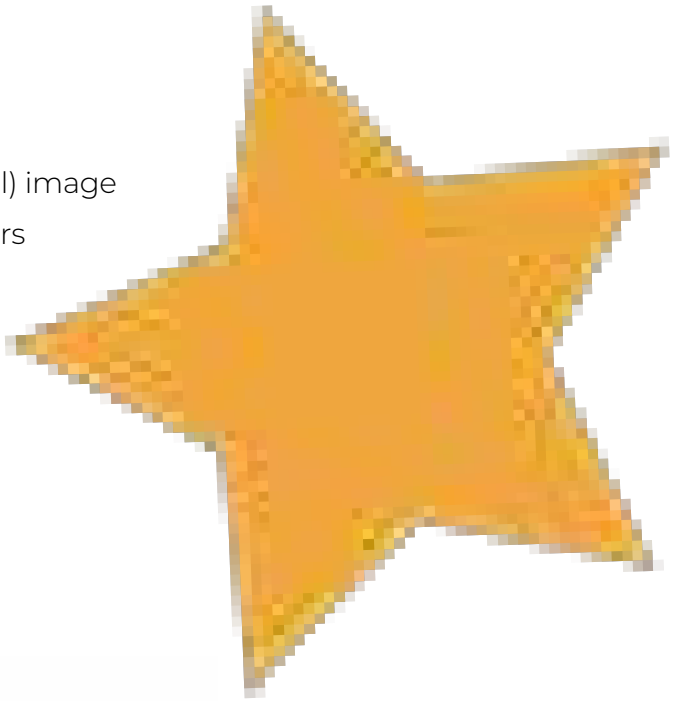
cons:

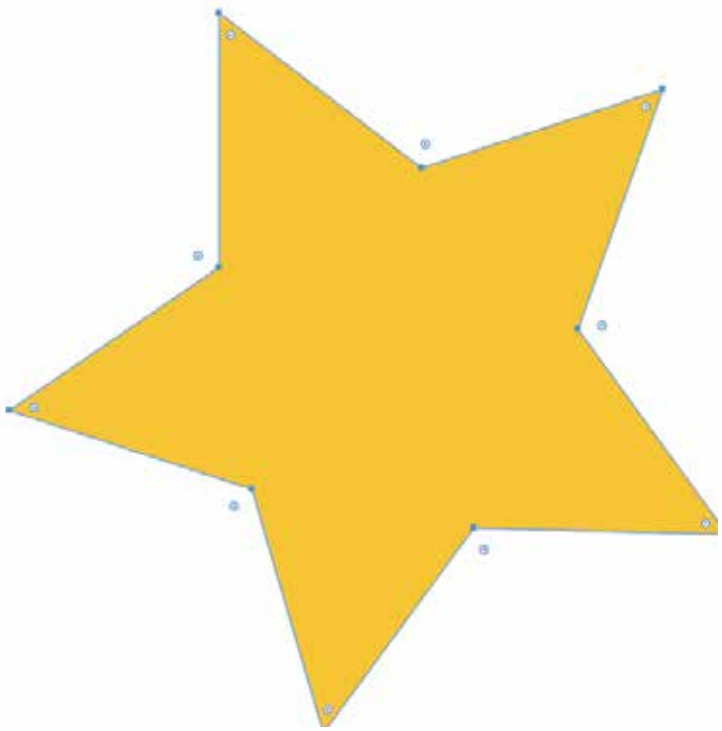
- can only be viewed in a design-editing application
- you MUST package or link all images and fonts
- a layered file will save as a larger file size.

type of files | raster vs. vector art files

raster art files:

- more difficult to match colors
- pixels become more evident the larger you stretch the raster (pixel) image
- can be viewed on most computers
- is best for editing photographs
- can create smooth shading





vector art files:

- calculates curves, lines, and points for precise lines
- required format for vinyl graphics and custom cut paths
- easy to match colors
- must export to other formats for web or print use
- can only be viewed in a vector design program
- not ideal for editing pixel art, such as: photographs and gradients

vector files can be enlarged indefinitely, whereas raster (pixel images) can not be due to pixellation.

file size | dpi: dots per inch or resolution

½ Scale	Full Scale
400 DPI	200 DPI

most website and social media images are 72 dpi.

it is unlikely you can pull an image of the web and use it for printing

dpi can be reduced, but not added.

if you reduce the resolution of an image, always save the original version.

vinyl prints require vector graphics.

some raster images, especially logos, can be converted into a vector graphic by our design team if the dip is high enough.

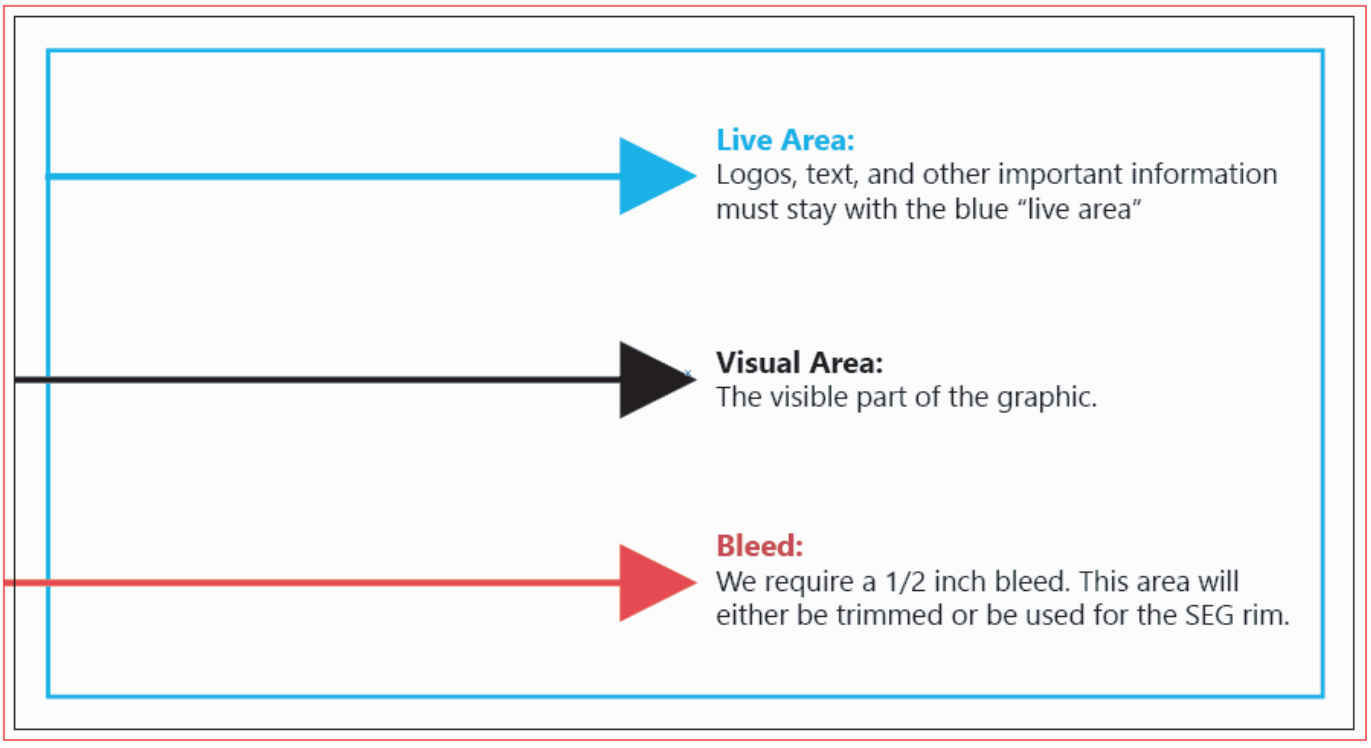
file size | print areas

do

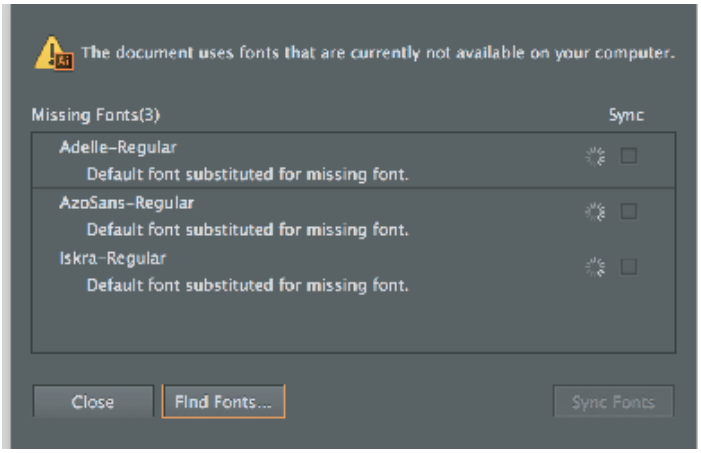
let the background
color/texture
go all the way
to the bleed line.

don't

place information,
like logos and text
past the safety line -
as it may get cut off.



links & fonts | dealing with text & other links



flat

flat images are 1 image layer. Packaging the art will do nothing. changes to the art are more difficult

pdf, png, tiff

packaged

provides great flexibility, but the designer must remember to package or link the font files.

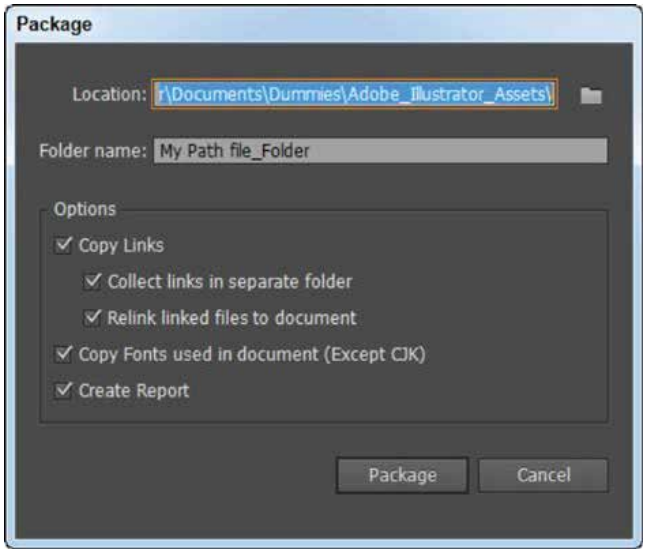
pdf, psd, ai

expanded

vector (expended) words cannot be changed, but the font can be scaled to any size without losing quality in this format.

pdf, ai, eps

how to package files



1 save file

2 file > package

3 choose file destination

4 check all boxes

5 name the packaged folder

color | rgb, cmyk, & pms

rgb

used for digital devices and web:

- **r**ed., **g**reen, and **b**lue
- creates colors using light
- colors are more vibrant than inks
- do not use rib color mode for print
- screen display settings may alter colors

cmyk

used for printing on press:

- **c**yan, **m**agenta, **y**ellow, and **b**lack
- creates color using halftones and 4 separate printing plates
- color varies depending on the printer
- best for solid and clear paper products
- cheaper fabric prints

pms

pantone **m**atching **s**ystem:

- used for exact color matching on conventional press
- printed with opaque inks
- can be more expensive - especially if you add more colors
- use for logos and corporate colors that need to be exact
- used for fabric prints