
ARTWORK GUIDELINES & REQUIREMENTS

PLEASE FOLLOW TEMPLATE INSTRUCTIONS AND USE TEMPLATE TO OVERLAY YOUR CUSTOM ARTWORK

We accept the following file formats:

Vector is the preferred format

Vector - Illustrator Files - .ai / .eps / .pdf

All other files - .pdf / .tiff / .eps / .ai

- Fonts Must be Outlined
- Images Must be Embedded
- Full color artwork including gradients, bleeds & halftones accepted
- Minimum 150 dpi @ 100% (actual print size)

PROGRAMS & FILE TYPES

We recommend the following applications for maximum design quality and the best print results:

Adobe Illustrator®, Adobe Photoshop®, Adobe In Design®, Quark Express® and Corel Draw®

All files must be exported as one of the following formats: High Resolution PDF, TIF EPS or AI and make sure all fonts are converted to outlines. **Files must be saved at 100% of template size.**

Adjustments beyond basic pre-press steps may incur additional artwork handling fee.

TEMPLATES & MEASUREMENT

Many templates are available to help you set up your artwork correctly for your display. Please be sure to follow the provided instructions carefully.

Templates are available online at:

www.usi-laminate.com/templates

When creating your artwork file, please be sure to make the document page size the full desired size of the artwork (with bleed when necessary).

Files not set up to our specifications may require an additional artwork handling fee.

BLEEDS & FINISHING

- Bleeds are not required unless noted on the template or graphic size provided, or unless creating artwork with special finishing.
- Retractor banners generally require 1/2 inch to 1 inch on top for the snap rails, and 6 to 8 inches on bottom for the leader.
- Banners need bleed for the full area of any pole pockets or finishing that involves folding and/or sewing.

IMAGE RESOLUTION & VIEWING DISTANCE



VIEWING DISTANCE	2FT	3FT	5FT	10FT	50FT
DPI	300	200	150	72	10

- 150-300 dpi is best for most applications.
- Greater viewing distance = lower resolution.
ex: Billboard vs. trade show graphics
vs. art photograph in gallery
- Files over 500 mb slow down computers, may incur additional artwork handling fee.

COLOR MODE

Save your design in CMYK MODE, we can also work with RGB files however we will be converting all RGB colors to CMYK mode prior to printing and this may cause shift in colors.

We are not responsible for any color shift.

CUSTOM GRAPHIC DESIGN SERVICE

Want to order a banner but need it designed? We offer a custom graphic design service. Please contact us for pricing.

CONTACT US

If you have questions, please do not hesitate to email us at:
GraphicProduction@usi-corp.com