



Applied Image Inc.  
1-800-826-6545

# ARTWORK GUIDELINES

Applied Image will accept nearly any type of artwork to create high quality Large Format output of nearly any size. These guidelines will assure the best results at the most efficient cost and with the most flexibility to suit your needs.

## PLATFORM FORMAT

Our production department works on high-end state of the art Macintosh computers. We can accept artwork created on either the PC/Windows or Mac platform.

## SOFTWARE

Digital Artwork can be submitted in the format of any of the following software programs, up to and including their latest versions: Photoshop, Illustrator, InDesign, Adobe Acrobat, Quark, Adobe Acrobat, CorelDraw.

## MEDIA

Digital Artwork can be stored and sent to Applied Image on the following media, either PC or Mac format: CD, DVD, DAT tape, or portable hard drive. Contact us to obtain a Client Login to upload your files to our FTP site.

## SCANS

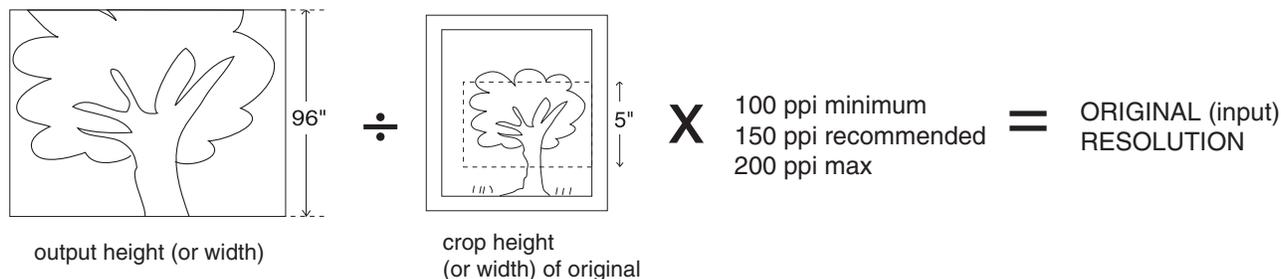
Applied Image can produce very high quality, high resolution scans up to 8000 dpi. Artwork can be built digitally from scratch, or we can “plug in” high resolution scans into your FPO artwork. For the highest quality scans, we can accept the following original artwork:

1. Reflective photos or original artwork no larger than 10x10 inches
2. Transparencies, 35mm slides up to 10” x 10” chromes
3. Film negatives, black and white or color.

For high quality images, with original resolution up to 800 dpi, the above artwork can be accepted, with original sizes of flat reflective artwork up to 24” x 24”.

## RESOLUTION

Artwork in Photoshop created below 100 ppi at full output size will print pixelated with diminished image quality. Photoshop images that are resampled up to meet the 100 ppi minimum usually suffer in image quality. Use the following equation to create and/or verify the proper resolution in the digital production artwork.



In the above example, the wall on which the graphic is to be installed is 96 inches high. The cropped area of the reflective original to be used in the graphic is 5 inches high. Applied Image’s recommended output resolution for a graphic this size is 150 pixels per inch. Therefore, the original needs to be input at 2880 pixels per inch. This creates an RGB photoshop file of approximately 750 mb. The resolution must stay in proportion to its output: if the Photoshop file is created at 48” height then the resolution needs to be 300 ppi, if created at 24” height then 600 ppi, etc.



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## HELPFUL HINTS

### PHOTOSHOP

Make sure resolution is correct for your Photoshop images! Do not resample your image resolution up more than 25%, as this will create posterization and greatly affect image quality. Most photoshop files can be built at full size, if built smaller than output make sure your resolution is proportional to scale. RGB files are preferred, however if you are working in CMYK, do not convert back to RGB. Send us your CMYK file.

### ILLUSTRATOR AND INDESIGN

Files can be built at full size up to 220 inches. If you prefer to work in scale, do not work smaller than 12 to 1. If Photoshop images are placed, the .tif format is recommended for those images, although .psd, .jpg and .eps are usable. When saving your file, the .ai and .indd file formats are preferred. Be sure to include the linked Photoshop images as separate files, even if you embedded the the images or saved as an .eps. Make sure your images' resolution is proportional if working in scale.

### QUARK

Build files in proportion to actual size as large as the 48" limitation allows. Be sure to include all linked Photoshop files separately. Make sure your images' resolutions are proportional when working in scale.

### WHITE INK

In vector files, shapes and strokes to be printed white should be a spot color depicted with 100% magenta, ideally in a separate layer. Photoshop files or raster images should be grayscale, with a notation of where white is needed in your comp. Different conditions require different set-ups; consult with us to achieve the results you are looking for.

### COMPS

Provide a color or black and white comp of the final graphic, or a digital .pdf which shows layouts, measurements, and bleed, with any special notes or instructions included. Note whether dimensions are field verified. For fleet graphics applications, an accurate template which shows the design of both passenger and driver side of the vehicle is essential.

### BLEED

Indicate if your digital file contains bleed (extra image area beyond finished graphic size). It is recommended that for most large format applications, some bleed be included in the production file. Please supply live area and bleed dimensions on your comp.

### COLOR MATCHING

Our printers use four- and six-color processes, with white. Please provide color swatches for CMYK matching purposes, especially if such matching is critical to your project. Be aware that many Pantone colors cannot be exactly matched in CMYK, but if you provide us with a Pantone Coated Swatch, we can come very close and in many cases make an exact match. A reduced printout or comp of your graphic which approximates the color you desire is very useful, especially with photo imagery.

### PROOFS

Applied Image can run reduced or full-sized paper or vinyl sample proofs of your project. In addition, Applied Image will supply color test swatches of your specified color for your approval prior to production.

### FONTS

If artwork contains any text, either outline the text or verify that our production department has the necessary font.

### CONTACT US

Ask us for any help or information which will be useful to you or make your job easier!