



We cannot start on your Order until we receive “print-ready” artwork. “Print-ready” is defined as artwork that is ready to go directly to print and requires no manipulation and/or changes by Impact Displays. If your artwork does not meet our specifications, this may result in delays to your schedule and/or additional fees.

Preferred/Recommended File Formats

-  Adobe Illustrator AI, EPS  PDF
-  Adobe Photoshop PSD, TIFF, EPS, JPEG (High Quality/Resolution)

Unacceptable File Formats

Microsoft Word, Publisher, Powerpoint, Excel, Adobe Pagemaker, QuarkXPress, CorelDRAW, GIF, WMF

Layout Guidelines

1. Verify the dimensions and orientation of the Graphics for which you are creating your artwork.
2. Check to see if there are any “safe viewable areas”, “focus areas”, cut-outs, stitching and/or obstructions that must be considered in creating your layouts.
3. Include a ½” to 1” bleed. If your display is a fabric print, it should include 1” bleed. If you’re not sure, make it 1”.
4. Create files in CMYK mode.
5. Provide all linked artwork and all fonts or all fonts outlined (If a vector program is used).
6. Flattened files are acceptable if all Artwork Specifications have been followed and Color-Matching is not required.
7. Layered/Editable files are required if Color-Matching is specified.

Resolution

1. The Graphics Department recommends that you work in full size/actual dimensions when possible.
2. Your Graphics are to be output on a large format printer. When setting up your files, the resolution should be a minimum of 100 PPI (Pixels Per Inch) to a maximum of 150 PPI at the final (100%) size. More than 150 PPI is not necessary.
3. Never use low-resolution images or scale up low resolution images (i.e. screen captures, low-resolution web images, etc.) otherwise the images will get blurry.

Color-Matching

1. If Color-Matching has not been specified and contracted for, we will print directly from the files provided. The customer waives the right to dispute any color discrepancies.
2. We print in CMYK only.
3. If Color-Matching is required, there may be additional fees, please contact your salesperson. We can color match if:
 - a. PMS Colors are specified or physical proofs or previously printed media such as a brochure, business card, etc. are provided to match. We cannot match CMYK, RGB, or Hex formulas.
 - a. Layered/Editable files are provided. We cannot Color-Match with flattened files.

Submitting Artwork

- All artwork must be uploaded to our FTP Site: http://www.impact-displays.com/upload_form.html
- If you are uploading final artwork, it is important that you verify that the artwork is “print-ready” and the artwork submitted has been approved by all relevant parties. Any revisions made to the artwork after it has been proofed by Impact Displays may result in additional fees and possible delays in your delivery schedule.

More detailed information on the above topics can be found in our Artwork File Preparation Guidelines: www.impact-displays.com/graphics/artguide.pdf

For any questions regarding the above, contact Impact Displays: (408) 217-6850