Design Do's and Don'ts ...

and other frequently asked questions

COLOUR INFO:

- We print in CMYK, also known as 4 colour process. All files will be converted to CMYK unless you specifically ask for RGB to be used. RGB can only be printed on vinyl prints. (Neon greens print best in RGB on vinyl).

- If your business uses Pantones we can guarantee a colour match on these swatches ONLY
  - **Pantone +** Solid Coated, Solid Uncoated, CMYK Coated, CMYK Uncoated.

- True black ensures that your print will be black and not grey when printed. Please use these values in your file.

     Fabric: C:40 M:40 Y:40 K:100
     Vinyl: C:20 M:20 Y:30 K:100

DESIGN FEES:

- Any design that is not sent to us camera ready is a fee of $49.95. This includes creation of artwork, and vectoring of logos.

- You are allowed up to 4 proofs before a second design fee is added.

- Any creation of logos/designs will be yours to keep should you need the files for other projects.

Metallic:

- We cannot print metallic ink. If you have a metallic logo or design, we can print this using a gradient.

PLEASE NOTE this will print flat, not shiny like metal.

F.A.Q.:

- **Do I need to have a bleed or cropmarks on my file?** No, we only require bleed and crop on paper print products like flyers and brochures.

- **What is a vector logo?** A vector logo is a file that can be edited to any size without losing quality. Vector file names end in .ai, .eps, .pdf, and .svg.

- **What happens if my image is pixelated?** If you do not have a high resolution image, 150 dpi minimum, your photo will print out pixelated. This means that you will be able to see blocks of the image rather than a smooth image. This may look ok from far away but you will be able to see the distortion up close.

- **My file is too large to send, can I scale it smaller?** Yes, we can accept files at 1/2 and 1/4 scale. Please note that image resolution must be increased. EX. 1/2 size should be 300 dpi

- **The photo I provided is 300 dpi, why is it low res when it is blown up?** A photo may be 300 dpi at it's original size, however, most photos provided are not the size of the backdrop. When you scale the photo larger, the dpi decreases, resulting in a pixelated image. Example: A photo that is 300 dpi at 12"x8" will be 26 dpi.

Original size at 300 dpi

Resized at 26 dpi

Camera Ready Art

- File types we accept: .ai, .pdf, .indd, .psd

- Please ensure that you embed all images into the document - you can find this in Illustrator and InDesign in the Links Panel or the Dock

- Make sure all images are at least 300 DPI

- Create Outlines on all text before sending your artwork - you can find this in Illustrator & InDesign under the Type Menu.

SPACING:

- We recommend that you leave a 2" safe space all around the edges of the print and the endcaps so that your logos/art will not have stitch marks from the velcro finishing running through them.

LOGO PLACEMENT:

- Most Step and Repeats are used for guests taking photos in front of. This means that your logo may be blocked by someone standing in front of it. Here are a few placements for your logo so that it will not be hidden.

  - Have your logo large in the upper third of the design

  - Have your logo repeated multiple times that way it is always visible.

FOLLOW THESE RULES TO ENSURE QUICK, PROBLEM FREE DESIGN PROOFS

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