



Graphic Guidelines

for submittal of Print Ready artwork

Digital Imaging Specifications:

Lambda/Lightjet: Paper, Duraflex, Duratrans, Duraclear, Lenticular

Photos = RGB

Pantone colors should be left as Pantone numbers.

Output resolution is 150 - 400 DPI at final output size, file size permitting (200 DPI is typical)

If working in Illustrator START in the RGB color space.

If files are already prepared in CMYK, please do not convert them to RGB.

Inkjet printing: UV-DTS, Solvent, Eco-solvent, Dye-sublimation, Latex, and Aqueous

Photos = Generally CMYK but some vendors request RGB. Please call.

Pantone colors should be left as Pantone numbers.

Output resolution is viewing distance dependent. Typically not more than

200dpi for close-up and not less than 25dpi for large banners or television.

- Document Setup (artboard) should be just large enough to accommodate bleed, crop marks, and panel notes. Crops and bleed should be on the active document artboard. Desktop time is charged to extend the artboard for print.
- Place the panel number and the finished panel dimensions on the live artboard outside the bleed. Please include the output percentage if not 100%.
- Bleed for image edge wrapping - please allow at least 1" of image all around in addition to the thickness of the edge.
- Bleed for trim to edge of panel (or shape) - please allow at least 1/2" of image all around, more if image is larger than 3' in either dimension.
- Indicate any cutouts, cut paths, or placement of overlying images by lines in a separate nonprinting layer in the file.
- Do not separate overlying elements into separate files. Use layers to indicate overlying elements.
- Use crop marks to indicate the substrate position on the image. Crop marks should be behind and extend beyond the bleed (send crops to back).
- Remove any extraneous text or images from the file. Do not leave hidden objects, false text line starts or any other objects not being used for the production print.
- Name the file or folder with the panel number/name.
- Include all fonts and image links with the file.
- Some Shareware or Freeware fonts do not make it through the printer RIP. Testing is highly recommended.
- Color hard copy must accompany each file. This can be a PDF.

Guideline Additions

Styles:

- When using Styles do not alter the None style or an applied style. Create a new style for each instance.
- When using Masters, please do not disconnect single objects from the master. If an object is disconnected it does not change when the Master is changed, potentially becoming a printing error.

Gradients:

If created in Illustrator there is a banding issue which becomes more pronounced as the size of the grade increases.

- It is recommended that gradients be created in Photoshop.
- It is recommended that a test strip of gradients be run at full size.
- Please provide gradients using Pantone numbers in case the gradient needs to be recreated.

Color Editing:

Due to the variation in color seen in running the same file on different printers and on different media, there are several preliminary steps which can be taken to avoid color issues, desktop color application fees, and color test charges.

- If it is early enough in the design process, color charts can be provided which show how Pantone and Process colors print on specific printers. Using this chart to choose colors (instead of a PMS book) saves time and desktop charges.
- Color tests can be run before actual file production.
- Some colors are difficult to attain on some printers. Not all Pantone chips can be matched.
- Do not convert vector based art to Photoshop file formats.

Scanned Images:

- For color management it is best if final printed images are scanned by the print vendor subcontracted by Mystic.
- Low resolution FPO images can be provided to be used in the file, to be replaced later by the high resolution scans. The FPO should be derived from the scanned hi-res file. No retouching should be done to the low-res FPO image itself. If an FPO image is duotoned, rotated, cropped, etc, this work should be done within the publishing program.
- If an image in the file is the high resolution image to be printed, it can be retouched outside the publishing program.
- If images are scanned elsewhere, the original or an accurate color hard copy may be provided for color match. There is an additional charge for this color match.

Visible Image Area:

Please note that “visible opening” and image size are not always the same. Images in frames need bleed beyond the visible opening for frame capture.

Disclaimer

Unless otherwise stated in the contract, all files are to be delivered to Mystic Scenic Studios by the owner or designer “print ready” with all photos, artwork, colors, text and crop marks. Images can be For Placement Only (clearly labeled as FPO). Files may be provided on CD, DVD, flash media or via FTP. All electronic files and images must be accompanied by color hardcopies. Hardcopies may be PDFs.

The following items are generally included as line items in the proposal. If omitted from the original bid package there is an additional charge for:

- High resolution scanning of slides or other hardcopy images
- Replacement of FPO images with high resolution scans
- Samples of materials, colors, processes, and finishes
- Computer time, color application, or file modification
- Type setting or layout

Unless otherwise stated in the contract, Mystic Scenic Studios is not responsible for:

- Proofreading
- Image retouching or manipulation
- Obtaining copyright releases for images or quoted text.

Please allow a minimum of 7-10 business days from receipt of approved, usable files for graphics production.

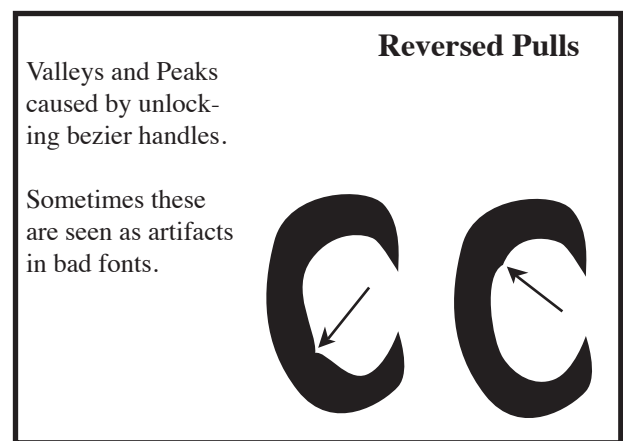
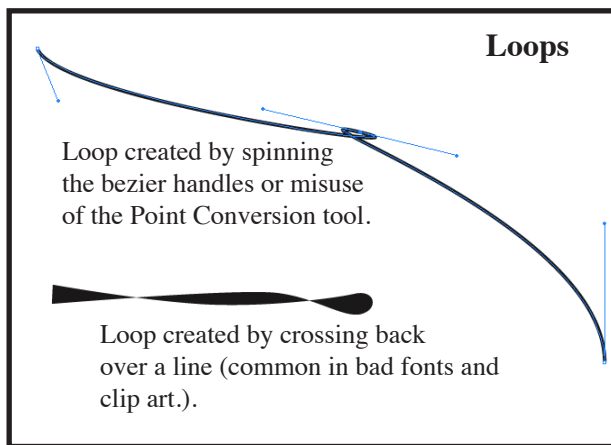
If required in less time, rush or overtime charges may apply.

CNC Router File Tips

When supplying a cut path to be used for our CNC router please read through the following tips to avoid unnecessary set-up charges.

Die cut images will be made as closely as possible to the original intent of the piece. Please be aware that imaging a print is not an exact science. There may be some stretching or shrinking of the image depending on output device. Expect the cut path to be as much as 1/8" off register on large pieces. More on very large pieces.

**When creating your outline, avoid loops and reversed pulls of the bezier pen tool.
It is especially easy to create loops using the Point Conversion tool.**



Die Cut Images:

- Place the cut path in a separate non-printing layer of the production file. Call the layer “Cut Path”.
- If the item being silhouetted is a photo image, do not silhouette the placed Photoshop image. Leave the Photoshop file with image bleed intact.
- It is okay to use the cut path as an image mask for design purposes provided there is bleed available when it is released.

Three-dimensional Text and Objects:

- Please provide text converted to Outlines.
- Some Freeware and Shareware Fonts (especially TrueType and Grunge styles) do not translate well into 3-D. If your design depends heavily on such a font, please have us test it at the earliest possible opportunity.
- Objects (including text) should be supplied as filled shapes with no stroke.
- Always supply a layout that shows correct spacing relative to other elements in the design. Do not remove cut elements from their layouts. Use non-printing layers for 3D elements over print.