



SUPERGRAPHICS ACCEPTS FILES CREATED FROM THE FOLLOWING APPLICATIONS

- Adobe Illustrator (CS3/4)
- Adobe Photoshop (CS3/4)
- Adobe InDesign (CS3/4)

**Illustrator files are preferred; all InDesign files are exported into Illustrator for proofing and RIP purposes.*

Digital Media:

- SuperGraphics will accept files on CD, DVD and Flash drives

FTP site access:

- SuperGraphics will accept files over our FTP site, ftp.supergraphics.com. Coordinate with your Account Manager to set up an account and password. After uploading to your account please send your Account Manager an e-mail that the art is uploaded.

Scannable Media:

- Slides
- Reflective Photo
- Maximum size of 8" x 10" for all scannable media. A transparency of original art will be sufficient if the illustration exceeds the maximum.
- Transparencies
- Original Illustrations
- Printed Media (Requires written permission.)

SUPERGRAPHICS GENERAL GUIDELINES

- **Include a proof**, color is preferred however B&W will be acceptable; Indicate whether the proof supplied is for layout and/or color purposes.
- Indicate any specific **PantoneCoated (PMS)** color call-outs.
- Indicate the size of the final art at full scale. Include extra bleed (printed area beyond the final size) and indicate how much you have added.
Bleed Guideline: Vehicles 3"-4" bleed on all sides of every section, Banners with pole pockets 2"-3"bleed, Billboards, Walls, Barricades 3"-6"bleed, Substrate Board prints (foam core, sintra, komabryte etc.) 1/8"- 1/2"bleed, All other prints, at least 1/4" bleed in case we need it.
- Build all pieces of artwork to a **common scale** and state what that scale is on the proof. All of our vehicle templates are at 1:20 scale and we prefer that you work at 1:20 scale if we provide you the template, however, any scale is acceptable as long as the scale is clearly indicated.
For all non-vehicle art 1:12th scale (1 inch equals 1 foot) and 1:10 scale are our preferred scales to work in.
- The files should be set-up proportionate to the final output dimensions. Square art doesn't fit well into a rectangular space.
- **Convert all fonts to outlines** (aka curves or paths) when applicable. If converting to outlines is NOT an option, please be sure to include ALL fonts.
- Build all files as **CMYK**.
- Build all **BLACKS** (aka boosted or build black) as 4-color to ensure deep, solid, rich reproduction. We prefer blacks to be created 50% Cyan, 50% Magenta, 50% Yellow, 100% Black. Single color (or grayscale) blacks will not have the same density that four color will provide.
- All **color corrections** should take place in Photoshop. **DO NOT** colorize any images in a vectored layout program.
- **LINK, DO NOT** parse or embed images when applicable to the layout. **PLEASE INCLUDE LINKS SEPARATELY.**
- Include all high resolution layered Photoshop (PSD) files when applicable, along with final EPS or TIFF hi and lo res links.
- **AVOID** emailing over 5MB. (Always stuff or zip (compress) vector-based artwork when emailing.)
- **AVOID** FTP-ing files over 500MB PRIOR to being stuffed or zipped(compressed).
- **AVOID** setting-up all sides of a vehicle in one file.

SUPERGRAPHICS RESOLUTION GUIDELINES

- To ensure accuracy when preparing scans or bitmap files refer to the following formula:
$$\frac{\text{OUTPUT SIZE (at full size)} \times \text{OUTPUT RESOLUTION (at full size)}}{\text{INPUT CROP SIZE (at scan size)}} = \text{SCANNING RESOLUTION (what art needs to be scanned at)}$$
- Keep in mind that the quality of the original photo or transparency and the quality of the scan will affect the overall appearance of the final output more than the resolution. High resolution does not always mean high quality.
- The resolution requirements of your image(s) is dependent mostly on viewing distance. The closer the viewing distance the higher the resolution needed. Here are some general suggestions in Pixel Per Inch (ppi) at final size.

- | | | |
|--|-----------------|---|
| - Close viewing: (under 3 feet) | 150ppi - 300ppi | (point of purchase, hand held print) |
| - Close to Medium viewing: (3 - 10 feet) | 50 -100ppi | (directional/instructional signage, point of purchase...) |
| - Medium viewing: (10 - 20 feet) | 50ppi | (banners, building signage, barricade walls, vehicle wrap, bus rears) |
| - Far viewing: (25 feet or more) | 25ppi | (airplane graphics, billboards, building wraps, bus & trailer wraps...) |

Note: These suggestions are for final output size

- For artwork created at to scale, remember that the resolutions suggested here are at final size. For instance, if your artwork is created at 1:12 scale, you must multiply the suggested resolution by 12 so it is correct when enlarged.

For further assistance please call and ask for your Account Manager