



ARTWORK INSTRUCTIONS

FILE TYPES

- .EPS – Encapsulated PostScript – of any type
- .PSD – Adobe Photo Shop
- .AI – Adobe Illustrator
- .PDF – Portable Document Format
- .Tiff – Image Format
- .JPEG – Image Format

COLOR

- While we can work with files in both RGB and CMYK colors mode, we do prefer to work with CMYK colors whenever possible.
- If you require PMS color matching, let us know the PMS colors that are critical and include a hard copy proofs to match.
- When color is critical (aka PMS callouts), please do not embed images or flatten the layers. Instead, leave the layers intact and link to any images. (.PSD format & .EPS/.AI format)
- Maintain the same color mode throughout your workspace (i.e. do not set up your document in CMYK color and then link or embed images that are in RGB colors if possible).
- Mixing color modes in the same document can produce unexpected results.

VECTOR FILES (.AI, .EPS, & .PDF)

- Make sure to place your artwork on the artboard. The artboard has to be the same size as your artwork. Embed all images - if you have more than one artwork, define artboards for each artwork.
- Because vector files are based on lines rather than pixels like raster-based files, they are scalable without losing resolution. Therefore, the artwork will not become pixelated and jagged when it's enlarged, so the most critical element with Vector Files is that they are set up proportionately to the final output size.
- We highly recommend using Vector-based artwork and text on larger graphics whenever possible for optimum results and easier file management. If raster-based photos or images are to be used, please refer to the raster file guidelines below.



RASTER/BITMAP FILES (TIFF, PSD, JPEG & PDF)

- Flatten all your layers before sending your file for print if the Gallagher Team is not going to be editing/modifying the files.
- For banners designed to be viewed at less than 24", your resolution should be 300 dpi at final size.
- For designs that are to be viewed beyond 24", we recommend a resolution of 150 dpi at final size.
- For large banners that are going to be viewed from a distance, 50-100 dpi resolution at final size is ideal for optimum printing.

SCALE

- When scaling your raster-based files, keep in mind, each time we need to double the size of your artwork, the resolution drops by half.
- If you provide us with artwork that is 1' H x 2' W at 600 dpi resolution at 1/4 scale, the artwork will be 4' H x 8' W at 150 dpi when we enlarge the file to the final size. Keep this in mind when creating your original artwork, as this is critical to getting the best print possible.
- We recommend creating your artwork at 1/4 – 1/2 scale for most applications.
- We do not recommend designing your artwork at less than 1/12 scale.
- Set up your document in proportion to your final output size and desired resolution at FINAL print size.

COMPRESSION

- Do not compress the files or use any type of compressed format, such as a JPEG, unless that's the only option you have for your original images.

FONTS AND IMAGES

- Include all fonts and images used in your document if the Gallagher Team will be editing or revising artwork.