

Large Format Artwork Guidelines & Requirements

larger than 12" x 18"

Acceptable File Formats For Large Format Printing:

EPS (Encapsulated Post Script), AI, HQ PDF (Adobe PDF), PSD, JPG (High Resolution JPEG), TIFF (High Resolution TIFF).

For **INDESIGN FILES**: please follow notes on "**How To Send Us InDesign Files**".*

We are Cloud based for Adobe Products.

Vector Files:

These files are line art, scalable to any size and never lose resolution. Vector images are clean and crisp.

Follow these tips for Vector Files:

EPS, AI, PDF. When submitting these files be sure you have **converted all fonts to outlines or curves**. Vector files can be submitted at any size proportionate to the size of the product ordered. Please be sure to note the scale when ordering.

Raster Files/Images:

These files are pixel based images, so when the image/file is enlarged it may become blurry/pixelated if the image/file is not high resolution. PSD, JPG, TIFF. **Please follow these guidelines for Large Format File Scaling:**

Large Format File Scaling:

- 100% scale (full size output) at 100 dpi
- 50% scale at 200 dpi or higher
- 25% scale at 300 dpi or higher
- 10% scale at 600-1200 dpi recommended

Thumbnail sized JPG's or images from general websites or social media are generally not created at a high enough resolution to be used for large format printing.

Raster vs Vector & Outline Text:



Raster

- 100 DPI @ FULL SIZE
- ADOBE PHOTOSHOP (.psd, .eps, .tif or jpg)
- LAYERED .PSD WITH FONTS INCLUDED

Vector

- ADOBE ILLUSTRATOR (.ai, .pdf, or .eps)
- INDESIGN: hi-res .pdf or .eps with bleed/fonts outlined
- ALL FONTS OUTLINED OR INCLUDED, HIRES IMAGES INCLUDED OR EMBEDDED

*How To Send Us InDesign Files:

1. On the menu bar, click on File > Package
 2. Confirm that all fonts and links are found
 3. Click Package
 4. No need to input printing instructions – click Continue
 5. Enter a name for your packaged folder
 6. Ensure the following are checked:
 - Copy Fonts (check)
 - Copy Linked Graphics (check)
 - Update Graphic Links In Package (check)
- If these are not checked, the document may open with errors during Preflight.**
- Use Document Hyphenation Exceptions Only (check)
 - Include Fonts and Links from Hidden and Non-Printing Content (check)
7. Click Package
 8. Compress entire folder in file manager (outside of InDesign) for submission (stuff or zip)
 9. Please include a HIGH QUALITY PRINT as an exported file in this folder. File > Adobe PDF Presets > [High Quality Print] and save to folder. Do not adjust the settings for this output.

Printing Process:

All products are printed using the Process color model CMYK (Cyan, Magenta, Yellow and Black ink). Not all PMS colors can be matched 100%. If a specific PMS color is needed, please let us know when you submit the order and we will do our best to match that specified color.

If files are submitted in RGB, color shifting may take place and EPS-Doublet cannot be held responsible for any color shifting that may occur.

File Preparation Checklist:

1. **File is to size with 2" bleed** (at full size) added to any applicable sides. **Margins are at least 1.25"** and graphics or text do not lie in margin area.
2. **Colors are in CMYK format or Pantones®** have been specified using PMS solid coated library - Pantone Matching System®. We will match any Pantones® indicated as closely as possible based on the printing process being used.
3. **Convert all text to outlines**. If unable to outline fonts, compress and save with file.
4. **All image files are a minimum of 100 dpi**, with a maximum of 300 dpi at full size. Please include all pertinent files.
5. **Link, rather than embed files** (placed art) and include hi-res images in one of the formats listed. Embedded files cannot be color corrected.
6. **Do not setup elements to overprint**. This feature distorts colors, particularly in digital prints.
7. **Provide logos in vector format whenever possible**. This will ensure optimum print quality and more accurate color matching.

Getting your files to us:

WEB (preferred method):

1. Visit eps-doublet.com or thinkbigolutions.com.
2. Go to client area and use our online form to upload your files.

EMAIL:

Send your art files via e-mail to preflight@eps-doublet.com. Once sent, please inform your Account Executive. When sending your art files electronically please stuff (or zip) files to prevent file from becoming corrupt.

STANDARD MAIL:

Mail or ship your art files on CD or DVD. This is the preferred method for transferring large files (over 2000 MB) or a large quantity of files. Attn: EPS-Doublet Preflight C/O (sales representative), 4690 Joliet Street, Denver, CO 80239-2922.

DROPPFILE UTILITES SUCH AS DROPBOX OR HIGHTAIL:

Please email link to epsart@eps-doublet.com. Include all pertinent files and outline fonts or include them in folder.

Recommended Letter Height By Viewing Distance

Viewing Distance	Minimum Letter Height
100 ft	4"
250 ft	10"
360 ft (city block)	16"
500 ft	22"
750 ft	33"
1000 ft	43"
1320 ft (1/4 mile)	57"

eps-DOUBLET ThinkBIG
a division of EPS-Doublet

Our art staff is available to answer questions or to produce/adjust layouts. Call our preflight or art department at 303 228 2790 for assistance. Templates for our products are available on our website: eps-doublet.com. 4690 Joliet Street, Denver, Colorado 80239

Small Format Artwork Guidelines & Requirements

12" x 18" and smaller

Acceptable File Formats For Small Format Printing:

EPS (Encapsulated Post Script), AI, PSD, JPG (High Resolution JPEG), TIFF (High Resolution TIFF). HQ PDF (Adobe PDF) - PDF's are accepted as long as crops and bleeds are provided when needed. If the PDF does not require bleed, please do not put crop marks on the file.

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We are Cloud based for Adobe Products.

Vector Files:

These files are line art, scalable to any size and never lose resolution. Vector images are clean and crisp.

Follow these tips for Vector Files:

EPS, AI, PDF. When submitting these files be sure you have **converted all fonts to outlines or curves**. Vector files can be submitted at any size proportionate to the size of product ordered. Please be sure to note the scale when ordering.

Raster Files/Images

These files are pixel based images, so when the image/file is enlarged it may become blurry/pixelated if the image/file is not high resolution .PSD, JPG, TIFF. **Please follow these guidelines for Small Format File Scaling:**

- 100% scale (full size output) at 300 dpi
- 50% scale at 600 dpi or higher
- 25% scale at 900 dpi or higher
- 10% scale at least 1200 dpi recommended

Thumbnail sized JPG's or images from general websites or social media are generally not created at a high enough resolution to be used for printing.

Raster vs Vector & Outline Text:



Raster

- 300 DPI @ FULL SIZE
- ADOBE PHOTOSHOP (.psd, .eps, .tif or jpeg)
- LAYERED .PSD WITH FONTS INCLUDED

Vector

- ADOBE ILLUSTRATOR (.ai, .pdf, or .eps)
- INDESIGN: hi-res .pdf or .eps with bleed/fonts outlined
- ALL FONTS OUTLINED OR INCLUDED, HIRES IMAGES INCLUDED OR EMBEDDED

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1. On the menu bar, click on File > Package
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6. Ensure the following are checked:
 - Copy Fonts (check)
 - Copy Linked Graphics (check)
 - Update Graphic Links In Package (check)

If these are not checked, the document may open with errors during Preflight.

- Use Document Hyphenation Exceptions Only (check)
- Include Fonts and Links from Hidden and Non-Printing Content (check))

7. Click Package
8. Compress entire folder in file manager (outside of InDesign) for submission (stuff or zip)
9. Please include a HIGH QUALITY PRINT as an exported file in this folder. File > Adobe PDF Presets > [High Quality Print] and save to folder. Do not adjust the settings for this output.

File Preparation Checklist:

- Hard copies of your artwork or reference PDF.
- All sizes and specs for your job including finishing requirements.
- PMS colors you would like to match.
- If you are using transparencies, drop shadows, opacity, ect. - expand these effects in InDesign or Illustrator. This is very important, especially if you are saving a PDF.
- All placed photos and logos used in your document. Please send only the files that are used for each specific job to avoid confusion.
- **All image files are a minimum of 300 dpi**, with a maximum of 600 dpi at full size. Please include all pertinent files.
- Fonts used in file. Wherever possible, create outlines in the source file.
- .125" bleed on all sides and crop marks, unless it is a non-bleeding pdf.

Booklet Printing:

• **All booklets should be provided in single sheet format (preferred) or printer spreads.** Reader spreads require additional set up charges and extra time to complete the job.

Getting your files to us:

WEB (preferred method):

1. Visit eps-doublet.com or thinkbigsolutions.com.
2. Go to client area and use our online form to upload your files.

EMAIL:

Send your art files via e-mail to preflight@eps-doublet.com. Once sent, please inform your Account Executive. When sending your art files electronically please stuff (or zip) files to prevent file from becoming corrupt.

STANDARD MAIL:

Mail or ship your art files on CD or DVD. This is the preferred method for transferring large files (over 2000 MB) or a large quantity of files. Attn: EPS-Doublet Preflight C/O (sales representative), 4690 Joliet Street, Denver, CO 80239-2922.

DROPPLE UTILITIES SUCH AS DROPBOX OR HIGHTAIL:

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