



ARTWORK REQUIREMENTS

File Formats

We prefer files setup in Adobe Illustrator(eps), however we also accept the following file formats: Indesign(indd), Photoshop(psd), Acrobat(pdf), ai, tif and jpg.

Crops & Bleeds

Please setup your file on the appropriate size or scale in the page setup of your application. We prefer at least .25" bleed, however if this can't be achieved we will scale your entire file minimal amount to compensate for bleeds, usually about 102%. Bleeds extend off the edge of the page. **DO NOT** build the document size with bleeds included.

Color Space

We accept RGB, CMKY and PMS colors. If you are using PMS colors in your setup please let us know. Our printers use either a 6 or 8 color ink-set with our own custom built profiles. When using PMS colors please reference the Pantone Color Bridge swatchbook for comparison.

Image Resolution

When setting up your images in your file please remember that we need 150dpi at final output size. If you are designing your file at 100% actual size your images need to be 150 dpi. If you are setting files up at half size, images need to be 300dpi, quarter size, 450 dpi. We can increase image resolution through our "fractal" software up to 800%.

PDF Settings

When exporting or distilling files to a pdf format please use the "PressQuality" setting.

***Please collect and include all fonts and images used in your file.
Flatten all layers.***

*****If we are editing your files please do not flatten your layers.*****

Ready?

Upload your files through our website: <http://optiondgraphics.com/file-upload.php>

We suggest using either Internet Explorer or Safari browsers.

Files under 20mb can be emailed to sales@optiondgraphics.com

WIDE FORMAT PRINTING

FINE ART REPRODUCTION

POP DISPLAYS

BANNERS

POSTERS

PHOTO PRINTING

ARCHIVAL IMAGE PRINTING

TRADE SHOWS

POP-UP DISPLAYS

BANNER STANDS

FABRIC DISPLAYS

WALL COVERINGS

MOUNTING

LAMINATION

GATORBOARD

FOME-COR

DIE CUT SHAPES

RAISED LETTERING

SIGNS

HOW ABOUT STOPPING BY?

SIMPLY PUT
"BIG PRINTS"

LETTER READABILITY CHART

MAXIMUM READABLE DISTANCE	READABLE DISTANCE FOR MAXIMUM IMPACT	LETTER HEIGHT
100'	30'	3"
200'	60'	6"
350' - City Block	80'	8"
450'	100'	10"
525'	120'	12"
660' - 1/8 Mile	160'	16"
1000'	240'	24"
1320' - 1/4 Mile	340'	34"
2640' - 1/2 Mile	600'	60"

Common CMYK COLOR MIXES

Dense Black
50/50/50/100

Bright Red
0/100/100/2

Imitation Gold
10/30/100/15

Imitation Silver
10/10/10/45

As a general rule I use 1" for every 10'. This obviously varies from font to font. Make sure you leave both the vertical and horizontal scales of the font at 100%.