Art Guidelines

File Prep Fundamentals

Accepted File Formats

Ai **Id** **Ps** (PDF)

General Layout
Please provide the file at full size (100% scale), with the linked files, fonts outlined, crop marks, and bleed as directed below.

Hard Copy Proof
Please provide a PDF proof of the document you are sending us with the size and pantone colors to be matched.

Images
Any linked images should be provided at 150ppi at full size (100% scale). Please do NOT embed linked images.

Text
Please convert all text to outlines. If you forsee any possible changes to content after we receive your files, please send the fonts used in the document.

Color
Please indicate any Pantone colors within your document that you need matched or send a sample for us to match to if the color is critical.

Bleed
Please provide at least a 1 inch bleed on each side of your graphic. For graphic murals, please include at least 4-6 inches to aid in installation.

Logos
Please provide logos as vector artwork.

Custom Cut Graphics
If your graphic is in need of a contour cut, please include a cut layer of the shape desired.

Vector Art vs Raster Art

Vector Art
Generally, files produced in Adobe Illustrator using paths/points with the extensions .ai or .eps are acceptable. A simple test would be to zoom in on the artwork, and if it still appears smooth, it is more likely a vector file.

Raster Art
Generally, anything produced in Adobe Photoshop, and has an extension of jpeg, tif, bmp, or psd. If your artwork looks "jagged" when zoomed in on, it is more than likely a raster image.

Upload the File

FTP
https://ftp.splashevents.com
Username: splashdrop
Password: guest

CD/DVD/EMAIL
We accept files via CD and DVD, and under certain circumstances, by email. Please contact your account manager for questions.