GRAPHIC REQUIREMENTS
Graphics Submission

VISPRONET®

To ensure first-time success in submitting your graphics file, please follow the guidelines below:

GRAPHICS APPLICATIONS AND ACCEPTED FILE TYPES

- Submitting your graphics as a print ready PDF file is preferred (MAC or PC). We will also accept files created in Adobe® Illustrator®, Photoshop®, and InDesign® up to **Creative Suite 6**..
- If multiple images are selected for a product, submit one file per image.
- For multiple print, double-sided, and/or double-print products, please design on all layouts within the template even if the layout graphics are the same.

Acceptable File Types		
	PDF	PDF is our preferred file type. Do not submit multiple pages in one document.
	AI	Adobe® Illustrator® files should be submitted with all placed images embedded and all transparencies flattened.
	EPS	Adobe® Illustrator® EPS should be submitted with all transparencies flattened and all images embedded. Save with "compatible gradient" option checked if graphics includes gradients. Adobe® Photoshop® EPS images should be flattened (no layers) after removing all template lines.
	PSD	Adobe® Photoshop® PSD images should be flattened (no layers or extra channels) after removing all template lines.
	TIF	Adobe® Photoshop® TIF images should be flattened after removing all template lines and saved with no compression.
	JPG	Adobe® Photoshop® JPG files should be saved at "Highest" or "Maximum" Quality.
	INDD	Adobe® InDesign® documents should not include multiple pages. All placed graphics should be embedded.

Provide your graphics to us by any of the following:
For orders placed online - Please log into your account, select your order or click the "Upload Graphics" link on the left.
For orders placed offline - Use one of the following methods.
- Quick Upload: vispronet.com/upload-graphics
- E-mail: graphics@vispronet.com
- FTP Server: Request login for ftp.vispronet.com
- CD or DVD

Please make your sales representative aware of the method you choose.

PRINT READY PDF CREATION

- "Print-ready" PDFs can be easily created from many graphics applications. Use the "Print_Ready_PDF.joboptions" file and "Job Options Information.pdf" to install the custom PDF "print-ready" setting for graphics applications and Acrobat® Distiller®. These files can be obtained online by clicking on the "Graphics Specifications ⇨ Job Options" and "Graphics Specifications ⇨ Job Options Information" links within the product pages.
- Before submission, always preview the PDF created to ensure accurate results.

USING THE TEMPLATES

- Graphics must be created using the provided templates. Our graphics templates include all necessary measurements, bleeds and safe guides.
- **Page 2 of the PDF template contains the actual template for design use**. Submit this page only.
- Do not alter the template lines in any way when creating your graphics.
- Only include graphics to be printed. Do not include notes, comments, or additional instructions in your file.

Adobe® Illustrator® Users	Adobe® Photoshop® Users	Adobe® InDesign® Users

• "Open" page 2 of the PDF template in Adobe® Illustrator®
 • Do not alter the **Artboard** size.
 • Embed all placed images.
 • Remove all template lines before submitting your graphics file.
	• "Open" page 2 of the PDF template in Adobe® Photoshop® with the following settings.
	 Page Options: Crop To: **Art Box**
	 Image Size: Resolution:
	    600 Pixel/Inch (textile)
	    1000 Pixel/Inch (all other materials)
	 Mode: **CMYK**
	 • Do not alter the Canvas Size.
	 • Remove all template lines before submitting your graphics file. Designing on a separate layer will make removing template lines easier.
		• "Place" page 2 of the PDF template on a page in Adobe® InDesign® that is larger than the template.
		 (Note: Check ☑"Show Import Options" in the "Place" window in order to choose page 2)
		 • Design over top of or behind the placed template.
		 • Embed all placed images.
		 • **DO NOT remove the template lines before submitting an INDD file or PDF file written from Adobe® InDesign®.**

To ensure first-time success in submitting your graphics file, please follow the guidelines below:

TEMPLATE LINES OVERVIEW

- Bleed Line
- Finished Size Line
- Image Safety Line
- Grommet
- Stitching Line
- Pole Sleeve Line
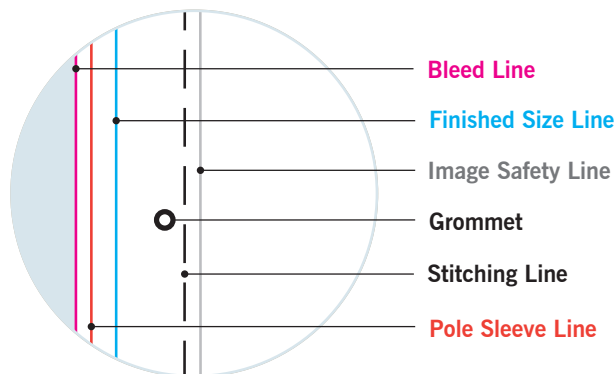
Bleed Line: This line shows the space on a graphic that goes beyond the cut area. The bleed is required to avoid any white area that could be shown due to slight variations in finishing.

Finished Size Line: This line shows the finished size and shape of the product.

Image Safety Line: This line represents boundaries which important graphics such as logos and text should fall into to prevent issues. Centering graphics within these lines will ensure that your graphics appears centered on the final printed product.

Stitching Line: This line shows where stitching should be present. Try to avoid designing important graphics over areas that have stitching running through them.

Grommet: This circle indicates where grommets will be present. Grommets are used to reinforce areas that require various fasteners or lines. It is important to avoid designing important graphics over top of these areas.

Pole Sleeve Line: This line represents areas that are needed for pole insertion and finishing. It is important to avoid designing important graphics over top of these areas.

GRAPHIC DESIGN SPECIFICATIONS

- **Submit all graphics files in CMYK color space mode.**
  - Any graphics files submitted as RGB will be converted to CMYK. This conversion may change the colors and final appearance of the print, leading to undesired results.
  - Monitors display as RGB and should not be used as an accurate representation of color.

- **Design all graphics files at a ratio of 1:10.**
  - All graphics files must be submitted at a ratio of 1:10 (1in = 10in). This ensures smaller file sizes and fewer issues with uploading and transfer. Print quality will not be affected using our 1:10 file size requirement.
  - All of our graphics templates are at a ratio of 1:10. Do not resize them.
  - **Exception:** If artwork is smaller than 16in x 16in then template and artwork should be designed at a ratio of 1:1.

- **A minimum Resolution of 360dpi on textile (fabric) or 800dpi on any other material (i.e. vinyl, rigid materials, etc...) is required for raster (pixel) images.**
  - We recommend a resolution of 600dpi on textile and 1000dpi on any other material, especially for images with fonts and crisp curves.
  - In a graphics program, increasing the DPI (dots per inch) of an image size does not improve the resolution. Low resolution files, such as GIF and PNG, are mainly used as web graphics and will print blocky or "pixilated".
  - A 1:10 ratio does not diminish the quality of the final graphics. If our recommended DPI settings are followed and the files are laid out at the correct size under a 1:10 ratio, your graphics will print properly.
  - Review your graphics at final size on your monitor before submission. Look for pixilation, over lapping graphics and effects. When viewing your graphics at full size, be sure there are no errors or objects that were not visible when being created.
  - **Exception:** If artwork is smaller than 16in x 16in and designed at 1:1 scale ratio, minimum resolution is 300dpi.

- **Use vector art when possible for logos, fonts, and line drawings.**
  - Vector art uses curves, points and lines to create graphics that can be scaled without pixel count or resolution problems. Most logos are created as vector art. Programs such as Adobe® Illustrator® are used to produce these types of graphics.
  - **Vector graphics with effects such as glows, drop shadows or transparencies are not recommended. Raster images are preferred when using these effects.**

To ensure first-time success in submitting your graphics file, please follow the guidelines below:

GRAPHIC DESIGN SPECIFICATIONS

- **Outline all fonts.**
  - Sometimes due to licensing issues, not all fonts can be embedded in a graphics file.
  - Outline all fonts. Converting fonts to outlines will prevent font substitution problems. This is the biggest reason for graphics file rejection and can be easily avoided.

- **Bleed is required on all graphics files.**
  - Bleed is the space on a graphic that goes beyond the cut area. The bleed is required to avoid any white area that could be shown due to slight variations in finishing.
  - Generally, 10% bleed is required on all graphics files. Each product requires a different amount of bleed. Use the corresponding graphics templates, which include the required bleed, to avoid production delays.

- **Keep text, logos & important graphics inside the gray image safety line or they might get cut off.**
  - Failure to keep your important graphics within the gray safety line may result in your design being cut off or visually unappealing after finishing.

- **The required Stroke Strength of fonts and objects ranges from 1mm to 2mm at a 1:1 ratio.**
  - Stroke is the design term for an outline. Strokes are commonly used on fonts and shapes and applied in many different sizes (thicknesses) and colors. By adhering to our specifications, this will ensure crisp, legible fonts and all strokes in your graphics file will be visible.
  - For dark strokes on a light background, the minimum stroke strength of 1mm thickness at a scale of 1:1 (0.1mm at scale 1:10) is recommended.
  - For white strokes on a dark background, the minimum stroke strength of 2mm thickness at a scale of 1:1 (0.2mm at scale 1:10) is recommended.

- **We will not check for Overprint Settings.**
  - Discard all overprints from vector files. If preserved, unexpected results in colors or content will occur.

- **Design with PMS (PANTONE®) Color Bridge® colors whenever possible. This will ensure colors are more accurately reproduced.**
  - It is recommended that PMS colors should be picked using a PANTONE® Color Bridge® Book. The latest PANTONE® Color Bridge® book is used for color matching.
  - PMS colors must be set to 100% opacity. If any transparencies are used, the print may show unexpected results.
  - Due to the nature of digital printing, metallic and fluorescent PMS colors cannot be accurately reproduced.
  - Do not choose PMS colors as seen on a monitor as they may not be accurate representations.
  - Avoid using PMS colors created in Adobe® Photoshop® (spot color channels, monotones, duotones, tritones, etc.).
  - **Disclaimer**: Due to the nature of the CMYK printing process, the reproduction of defined PMS colors is not always 100% possible. In these cases, we will select the closest color we can produce to create a common visual appearance when your graphics is viewed in conjunction with your other products and branding.

- **Flatten all transparencies.**
  - Failure to flatten transparencies before submission may lead to unexpected printing results.

- **Your graphics files must remain open & accessible.**
  - Before sending your file, ensure that it is not password locked or encrypted.
  - Do not disable editing capabilities in your PDF files. This is to ensure that your graphics file will pass through our system without any complications.

- **We will not check for grammatical and typographical errors.**
  - Spelling and typographical errors are common. Before submitting your artwork, please be sure to review it thoroughly. If selected with your order, a pre-production proof will be provided by us for your final approval. It will show EXACTLY what will be printed and any errors found after a graphic is sent to production cannot be corrected.

- **Vector Art**

  Vector art is any digital graphic in which the shapes are represented by mathematical equations within a computer. Geometric shapes like lines, waves, single points and curves are placed together by the artist to create an illustration while the computer keeps track of each item's location, curve and relative proportion to the other shapes. The biggest advantage of vector art is that it is infinitely scalable. Unlike raster art, which uses pixels to create digital illustrations, vector-based graphics can be enlarged over and over again without losing any of the picture's quality. You can create graphics as large as you want and still not have it affect the file size or quality of your graphics file.

- **Raster Art**

  A raster graphic is a collection of dots called pixels. Each pixel is a tiny colored square. When an image is scanned, the image is converted to a collection of pixels called a raster graphic. Scanned graphics and web graphics (JPEG and GIF files) are the most common forms of raster graphics. The resolution of a raster graphic or scanned image is expressed in terms of the dots per inch or dpi. The output quality of a printing device is dependent upon the resolution (dpi) of a raster graphic. If you take a low resolution image (72-150dpi) and increase the size in a graphics application, you will end up with pixilation or blockiness. The only thing that happened is that the tiny pixel squares got bigger and created jagged edges on your graphic. Creating graphics at a higher resolution will increase the quality and decrease the jagged edges. Raster graphics do not scale up very well. The quality of an imprint produced from a raster graphic is dependent upon the resolution (dpi). Raster graphics can also be referred to as "bitmap" images. With raster graphics, larger images mean much larger file sizes.

- **CMYK (Cyan, Magenta, Yellow, Black)**

  CMYK is the standard color space mode used in digital printing. The four colors are mixed to achieve the final printed design. Because such printing uses inks of these four basic colors, it is often called four-color printing.

- **RGB (Red, Green, Blue)**

  RGB is the computer's native color space mode, which is the color system for capturing and displaying images. RGB was derived from our own perception of color because human eyes are sensitive to red, green and blue. For digital printing, the CMYK color space is used, not RGB. Combinations of cyan, magenta, yellow and black ink make up all the colors.

- **Bleed**

  When graphics extends beyond the trimmed edge of a design, it is called a bleed. Adding bleed ensures that the print extends to the edges of the template. The material is usually trimmed to the desired size after printing.

- **PANTONE® Colors (PMS Colors)**

  PANTONE® is a popular color matching system used by the printing industry to print spot colors. Most applications that support color printing allow you to specify colors by indicating the PANTONE® name or number. This assures that you get the closest color when the file is printed, even though the color may not look right when displayed on your monitor. Digital printing uses defined CMYK color percentages to print PANTONE® colors. It is recommended that PANTONE® Color Bridge colors be used if matching a specific color is a concern.

- **DPI (dots per inch)**

  A measure of the resolution of a printer is called DPI or dots per inch. It properly refers to the dots of ink or toner used by an image setter, laser printer, or other printing device to print your text and graphics. In general, the more dots, the better and sharper the image. DPI is printer resolution.