



# Graphic File Requirement Guidelines

## AGS's Preferred File Formats

Do not send images obtained from the Internet, Microsoft Word documents or Power Point slides for large format production. These are the preferred formats in order of preference;

- Adobe Illustrator (.ai)
- Illustrator EPS (.eps)
- Photoshop High (.psd) \*
- TIFF (.tif) \*
- JPEG (.jpg) \*
- InDesign (.indd)

We can accept your electronic files on the following types of media:

- CD/DVD-ROM
- FTP (You can upload to our FTP site or we can download from your FTP site)
- E-Mail ( 15MB max )

## Fonts

Please convert all fonts to "Outlines" before sending files. If this is not possible, include the fonts along with the transfer of the production files. Having access to the font used in your graphic is essential for us to make changes to text on any of your signage. In many cases you will want to make last minute changes or additions to your sign order. In order for us to edit type, or add additional text, we will need the fonts. We will also need the fonts for proper print output if you have sent us Adobe Illustrator files without turning the text to "Outlines" or Photoshop files without "Rasterizing" the type layers.

## Color Matching

AGS uses PANTONE COLOR BRIDGE as a color reference to achieve the closest possible match to your color preferences. It is not possible to use PMS colors in CMYK or RGB Photoshop images, but we still would like to have Pantone Matching System (PMS) colors noted on the proofs and/or in writing as a reference for print comparison.

AGS will match PMS colors as closely as possible using our XRITE I101 Table and software. We Build ICC profiles to ensure color consistency across all our printable substrates.

## What size will your final print be?

AGS produces graphics in a multitude of sizes depending on your specific needs. Contact your Account Representative and they will provide you with information regarding all the signage for your particular event.

Postscript vector outlined file types such as .ai and .eps are resolution independent, re-sizable without quality compromise and preferred especially for logos, however rasterized bit-mapped images such as Photoshop, Tiffs or JPEGs should be high resolution (150 - 300 dpi) at full size, 1:1 ratio. Any such images linked or embedded in InDesign or Illustrator files should be high resolution as well.

\* Rasterized bit-mapped pixel based images should be high resolution 150 - 300 dpi at full size 1:1 ratio.

Based on viewing distance, here are some basic guidelines for resolution when working with formats such as .psd, .tif and .jpg files. This is the minimum resolution your graphic should be at full size dimensions:

- Viewing distance of 1-4 feet . . . . 150 dpi at full size
- Viewing distance of 5-9 feet . . . 100 dpi at full size
- Greater than 10 feet . . . . . 72 dpi at full size

Extremely large banners might possibly be saved at lower resolutions to reduce the file size, but the file you send to AGS should be a minimum of 72 dpi and we will modify it as necessary.

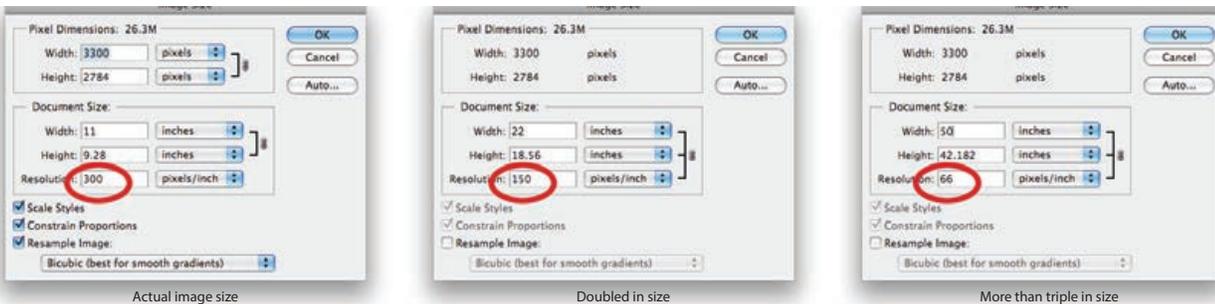
# Graphic File Requirement Guidelines

## Image Size and Resolution

The resolution of an image is determined by the number of pixels per inch (ppi) printed on a page. Photographs and artwork files should always be an absolute minimum of 72 dpi at full production size. It is preferred that art sent to us for production be at least 150 dpi or higher. If the art's dimensions are smaller than actual size of the final print, the resolution needs to be higher to compensate.

For example: If a file needs to be printed at 6 feet by 4 feet and your file is only 3 feet by 2 feet at 72 dpi, it will be pixelated and blurry when it is printed at full size.

When you blow it up to full size, you are actually cutting the resolution by half. (3'x 2' at 72 dpi = 6' x 4' at 36 dpi) You can figure out if a file will print properly by opening it in Adobe Photoshop and going to the Image menu to Image Size. This window will show you exactly how much resolution you are losing when you enlarge the image to its full printing size. Check off the box marked "Resample Image" then change the width and height to the final printed dimensions. The resolution will change automatically, showing you what the actual resolution will become when the image is resized. One exception to this is graphics for extremely large banners which can print well at 36 dpi when seen from a distance of 10 ft. or more.



In this example you can see how the image loses resolution as the size is increased in Adobe Photoshop. If it were to be printed at 50" the resolution would only be 66 dpi. This same loss of resolution occurs if you bring the image into Adobe Illustrator and make it bigger by dragging one of the corners.



Printing the same low-resolution image at different sizes you can see how this low resolution image becomes "pixelated" as it is increased in size for printing. This is a perfect example of why a small piece of art taken off a website at 72 dpi is unacceptable for printing.

## Questions?

In order to ensure the highest quality products, please make certain that all files submitted to AGS adhere to this criteria. If for any reason you are unfamiliar with any of these items, have any questions or need information on accessing the FTP site, please contact our Director of Graphic Operations, Mr. Aziz Khan.

Phone: **407.999.5699**

email: **akhan@ags-expo.com**