



Artwork Submission Guide

Getting your files print-ready from the start means faster turnaround and fewer revisions.

FILE FORMAT

Submit a print-ready PDF (PDF/X-4 preferred). Can't supply a PDF? Send a vector file: **AI, EPS, or SVG** with fonts outlined. All other formats require manual conversion and this could delay your job.

PDF Export Settings

SETTING	VALUE
Standard	PDF/X-4:2008
Color profile	GRACoL 2013 (CMYK) or leave as RGB
Fonts	Embed all (subset OK)
Images	Do not downsample — full resolution
TrimBox	Finished product size
BleedBox	TrimBox + bleed on all sides

InDesign: File > Export > Adobe PDF (Print) > [PDF/X-4:2008]. Check "Use Document Bleed Settings."

Illustrator: File > Save As > Adobe PDF > [PDF/X-4:2008]. Set bleed under Marks and Bleeds.

Photoshop: File > Save As > Photoshop PDF > [PDF/X-4:2008]. Canvas must already include bleed.

DIMENSIONS & BLEED

Artwork dimensions must match the ordered product size.

Scaled-down files accepted: If your file has the correct aspect ratio at a reduced scale (1/2, 1/4, 1/10, etc.), we'll scale it up. Ensure resolution meets minimums *at final output size*.

Every job needs bleed. Missing bleed is the #1 cause of delays.

MATERIAL	BLEED	SAFE ZONE
Fabric (banners, table covers, backdrops)	1" all sides	½" inward
Digital / Vinyl / Decal	½" all sides	½" inward
Large format 20–30 ft	2" all sides	½" inward
Large format 30–40 ft	3" all sides	½" inward
Large format 40 ft+	4" all sides	½" inward

Finishings (pole pockets, hems, Velcro): add an extra ½" beyond bleed on those edges.

Example: 4' × 8' fabric banner with pole pocket on top — Top: 1" bleed + ½" finishing = **1.5" total**. Other edges: 1" bleed only.

Shaped products (flags, teardrops, die-cuts): request a template from your account rep before starting.

RESOLUTION

Requirements depend on viewing distance. All values at **final print size**.

PRODUCT SIZE	RECOMMENDED	MINIMUM
Small format (up to 2' × 3')	150 PPI	100 PPI
Mid format (4'×8' – 8'×20')	100 PPI	72 PPI
Large format (rigid / flatbed)	72 PPI	50 PPI
Grand format / billboards (20'+)	20 PPI	15 PPI

Designing at reduced scale? Your images need proportionally higher PPI. Files below minimum will be held for review.

COLOR

- **CMYK or RGB** — both accepted. CMYK converts to GRACoL 2013; RGB converts at RIP.
- **Max ink coverage:** 280% total (C+M+Y+K at any point).
- **Pantone spot colors:** only include if color matching is on your order.

Rich Black (large solid areas)

MATERIAL	RICH BLACK (C/M/Y/K)
Fabric	30 / 20 / 20 / 100
All others	60 / 40 / 40 / 100

Use plain black (0/0/0/100) for body text and fine lines. **Never** use registration black (100/100/100/100).

White Ink

Define on a dedicated spot color layer. White must **not** have overprint enabled — it will vanish.

FONTS

Embed all fonts in your PDF. If submitting AI/EPS/SVG, outline all fonts before saving. Missing fonts will hold your job. **Minimum font size:** 6 pt.

TWO-SIDED PRODUCTS

TYPE	SUBMIT
Single face (S/F)	1-page PDF
Double face, different art (D/F:D)	2-page PDF (P1 = Front, P2 = Back)
Double face, same art (D/F:S)	1-page PDF

CUT CONTOURS & PANELING

Cut Contours

- Spot color name: **CutContour** (exact, case-sensitive)
- Separate layer, **closed vector path**
- Extend artwork **1/8" beyond** cut path

Panel Breaks

Submit at full finished size. To control seam placement:

- Spot color name: **PanelBreak** (exact, case-sensitive)
- Draw a **stroked box** (no fill) per panel
- Position boxes to define preferred panel breaks

No **PanelBreak** guides? An A3 Visual technician will assign breaks automatically.

FILE SIZE & PROOFING

1 GB max. Files over 1 GB are auto-compressed, which may affect quality.

We generate a digital proof on the portal showing trim/bleed, Pantone callouts, resolution warnings, and white ink indicators. You can **approve**, **request modifications**, or **reject** (upload revised artwork).

QUICK CHECKLIST

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| ☐ Print-ready PDF (PDF/X-4, fonts embedded) | ☐ Rich black (not registration black) |
| ☐ Dimensions match the order | ☐ No overprint on white elements |
| ☐ Bleed included (1" fabric / ½" digital) | ☐ Fonts embedded or outlined |
| ☐ Critical content inside safe zone | ☐ Correct page count (two-sided) |
| ☐ Resolution meets minimums at final size | ☐ CutContour spot color (if applicable) |
| ☐ Ink coverage under 280% | ☐ PanelBreak stroked boxes (if applicable) |
| | ☐ File under 1 GB |