



LARGE FORMAT ARTWORK SUBMISSION GUIDELINES

Setting up your files as suggested will ensure that we can produce high quality graphics in a timely manner.

PREP

Color Mode: CYMK

Sizing: Build your page layout to the file size (*don't put a 5"x5" design on a 20"x20" page*)

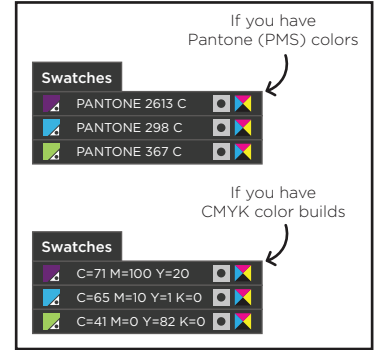
Photos: High resolution files at final output size (*preferably 150-300 dpi*)

Colors: Embed all PMS or CMYK builds into your file. (see figure a.1)

For Rich Black, please use **C40M30Y20K100**

Bleed: Add 1/4" bleed to each side (*Bleed refers to an extra amount of image or background color that extends beyond the trim area of your printing piece.*)

Margin: Keep all content at least 1/2" inside the trim line (see figure a.2)



a.1

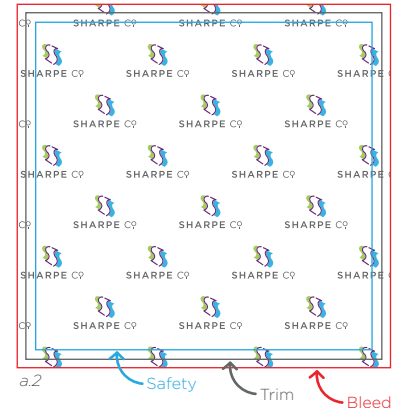
EXPORT

Save: Save your native file (.AI, .INDD, .PSD)

Package: Package your file (*Packaging your file ensures that we have everything we need to use your file. Please make sure all options are checked*)

Save Again: Save a PDF of your file and include this in your Packaged Artwork folder. (*Please do not include printer marks in the PDF*)

Compress: Compress your final packaged artwork folder (.ZIP)



a.2

SHARE

<https://www.sharpeco.net/upload-files/>

Choose *Large Format Upload*

Choose *Winston Salem* as the store location

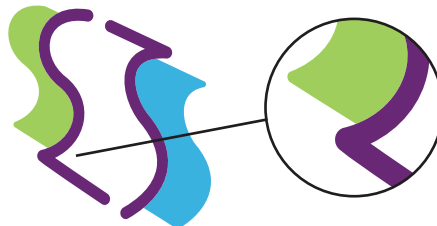
Include your Sharpe Co. contact name in the instructions



VECTOR / OUTLINES

.AI, .INDD, .PDF, .EPS, .SVG

Illustrator is a vector based program

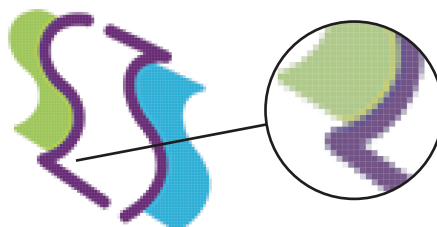


Logos & Fonts are vector
Crisp, Clean lines
Infinitely Scalable
Editable

RASTER / BITMAP

.PSD, .TIFF, .JPG, .PNG

Photoshop is a raster based program



Photographs are raster
Blurry when enlarged