abi Digital Solutions

Hi-Res Art Guidelines
Tradeshow, Point-of-Purchase, Murals, Windows, etc.

In order to accomplish the best turn times and best pricing for our Hi-Res customers, we need the art to be provided to us utilizing the following guidelines:

For all Formats
Files should be built to 1/12th scale (1"=1'). Smaller items (smaller than 8' x 8') can be built at full size if desired. For maximum color accuracy, file should be built using the CMYK color space. Image should include bleed equivalent to 2" at full size on all sides (or .16667" on all sides at 1/12th scale), or more if the product requires. It is also recommended that all important copy, logos, etc. be kept at least 2" from all edges of the live area, leaving a 2" safety zone around the edge of the product. If product requires a VISIBLE BLEED (bleed that will be visible to the viewer), then this bleed must be built into the image. It is also important to keep any copy out of pocket areas (pocket size plus 1"), especially on double-sided banners. (See diagram below.)

Photoshop Files (preferred)
This is the preferred option for file format. Either a layered photoshop file (in case any editing or changes are needed), a flattened TIFF file, or a maximum resolution JPG is best. File should be built at a resolution equivalent to 1200 dpi at 1/12th scale (1"=1') scale, or 100 dpi at full size.
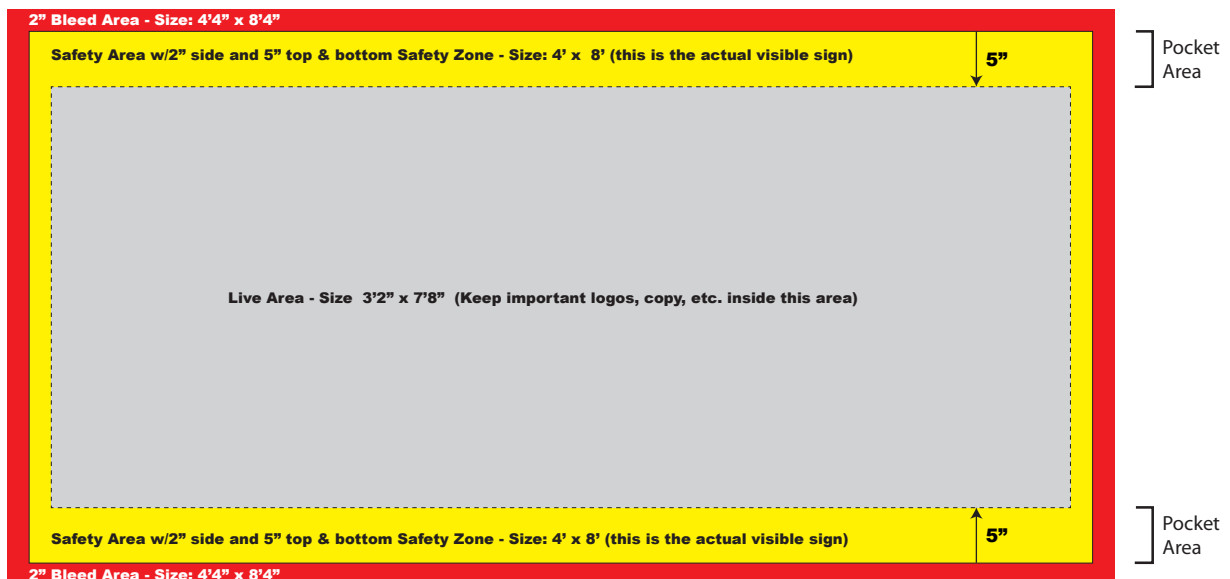
Illustrator AI or EPS Files, or InDesign files
Any outside-linked images should be either embedded or included alongside the Illustrator file. ALL FONTS MUST BE OUTLINED.

PDF Files
File should be saved using the "PRINT QUALITY" setting. Any outside-linked images should be either embedded or included alongside the PDF file. ALL FONTS MUST BE OUTLINED.

Sample using 4' x 8' Banner with 4" Top & Bottom Pockets

2" Bleed Area - Size: 4'4" x 8'4"

Safety Area w/2" side and 5" top & bottom Safety Zone - Size: 4' x 8' (this is the actual visible sign)   5"   Pocket Area

Live Area - Size 3'2" x 7'8" (Keep important logos, copy, etc. inside this area)

Safety Area w/2" side and 5" top & bottom Safety Zone - Size: 4' x 8' (this is the actual visible sign)   5"   Pocket Area

2" Bleed Area - Size: 4'4" x 8'4"

Art provided outside of these guidelines will require intervention, and could impact the turn time and/or cost of your job. The 1200 dpi rule is for best results, and lower resolutions could compromise the quality of your product. If bleed is not provided in raster image files, a flip or mirrored bleed will be added to your image.