

**Graphics Central, Inc. will accept the following
“print ready” files for Large Format Digital Printing:**

EPS*, PDF*, TIF, JPG

These “print ready” files require little, if any modifications in pre-flight before the file is printed. Supplying “print ready” file formats will insure that your project will be printed the way it was intended on a normal-to-quick-turn-around basis.

** EPS and PDF files MUST have all text converted to outlines/curves. If converting text to outlines/curves is not possible through your design software, you MUST supply all the printer fonts used in the design.*

The following files will require a setup fee to convert to a “print ready” file.

PSD, AI, INDD, IDX, FH10, QXD, DOC, PUB, CDR, PPT

These files are **NOT** considered print ready. They must be converted to a postscript language before they can be opened on any of our rip software. This process requires the native design software, original fonts, linked files, etc. Graphics Central, Inc. will charge \$50/hour setup fees (1/2 hour minimum) associated with converting these files to a “print ready” file. This conversion process will also require a digital proof to be sent to and approved by the client, which can extend normal turn-around time for completion.

***ADDITIONAL DESIGN GUIDELINES & NOTES
FOR YOUR “print ready” DESIGNS***

SIZE: the size of the design needs to be proportional to the final print size. It is always recommended to design your large format files at a reduced scale of 1/20, 1/10, 1/8, 1/4, or 1/2. Designing at full size is okay but may result in a larger file which doesn’t necessarily result in a better quality print... just more disk space. When gradients are used in vector format it is recommended to supply the print file at full or halfsize so the steps of the gradient are not as dramatic upon the final print.

RESOLUTION: resolution only pertains to placed images within a file’s design. Vector based art, can be enlarged to any size without diminishing its final print quality. The resolution of any placed images within a design should fall within **85-150 dpi** at **final print size**. Posters and medium size prints that contain smaller text (below 24pts.) within a flat image file should be above the 150dpi range to insure legibility.

COLOR: either RGB or CMYK for placed images. Keep in mind that RGB images will shift when our rip software converts them to CMYK for printing. Any embedded profiles within a placed image will be ignored by default and overridden by our color rip software. CMYK or PMS SPOT COLORS are recommended for vector art within a design. Under no circumstances can our 4, 6, or 8 color printers match a PMS SPOT COLOR perfectly, nor can they match pre-mixed interior and exterior paint colors. When specifying a SPOT color within your design, our printer’s calibrated ICC profiles will convert your PMS SPOT color to the best build utilizing over 4 colors for the best end results. If a spot color is converted to a cmyk build client-side, the printer will limit its ink usage to the 4 color process as opposed to the additional

6 & 8 colors. To achieve a richer deeper black it is recommended to build your blacks as 15, 15, 15, 100 – or similar. This rich black build is NOT recommended in screen printing. If color matching is very critical, Graphics Central, Inc. will require a physical proof test strip to be visually approved by the client before the final project is printed. When attempting to match a color, it is also recommended that a color sample is supplied so color matching can be done by the Graphics Central, Inc. design staff. Color matching and proofing will be billed separately as setup and proofing fees of \$50/hour setup and \$10/square foot printing. If your project is color critical make sure your Graphics Central, Inc. contact is aware of this when the order is placed. Under this circumstance, you need to provide a “print ready” file as well as the original design files for color tweeking.

FONTS: the fonts for any “print ready” design should always be embedded or outlined as curves. PDF files don’t always embed the fonts correctly. When supplying a PDF or EPS file with fonts embedded (and not outlined) we highly recommend that you supply all the printer fonts within its own folder as well. This insures that the printer has all the fonts needed to print without flattening the file which potentially could diminish the print quality.

SPECIAL FILTERS/EFFECTS: Any effects used in your design software such as drop shadows, gradient glows, transparencies, etc., may not print as expected. When using these types of special effects within your design, we highly recommend flattening/rasterizing the related elements as a final design. Gradients used as well as these special effects turn out better when they are utilized in a ½ scale design or higher. A gradient or drop shadow effect enlarged over 200% will step (for gradient) or break up (other effect) dramatically upon the final printing.

JPG: jpg files are typically for screen resolution only. When saving a high resolution jpg file, the lower the compression the better quality print quality.

TIF: tif images the most compatible cross-platform “print ready” file type. As a tif file, the design software has already placed each pixel in its appropriate location for the printer. A high resolution tif file is the failsafe way for supplying your documents to us to print. Although quite large, they are to be considered as print ready as you can get. When saving a high resolution flat TIF file, do not utilize LZW or similar compression. Both RGB or CMYK files are accepted. Keep in mind that tif files cannot ensure the crisp edges that a vector file can when using text or graphic elements. TIF files over 100 sq. ft. are not recommended to exceed the 100dpi at final print size recommendations. If they do, our Pre-Flight department may require the image to be decreased in print resolution to allow a much more manageable digital print file.

BLEED: please **DO NOT** build a bleed in your files unless the files are for screen printing or are being applied to a pre-cut substrate. In order to achieve the best yield on pre-cut stock, our finishing department will cut to bleed for any digital printed files.

CLIENT SUPPLIED PROOFS: when submitting your files for printing, please supply a low-resolution color proof of the file for our review. This allows us to pin-point any shifts in color, text, or effects when in Pre-Flight. Supplied proofs can be in the form of low-resolution pdf or a color laser copy.