

## Creating your Artwork

### **Artwork Services:**

Our design team can help you create your artwork and make edits to existing art files. For inquiries, please contact your Account Manager.

## Artwork Files

### **Recommended Software:**



Illustrator accepted file formats; PDF/X-4:2008 and Ai with all links embedded and fonts outlined.



Indesign accepted file formats; PDF/X-4:2008 and indd with all fonts outlined and all links embedded.



Photoshop accepted file formats; PDF/X-4:2008, TIFF, or PSD.

**Please note we do not accept Powerpoint, Publisher, PSB files or files that exceed 1 GB in size.**

*For more information on reducing Photoshop file size please see page 2 overall file size.*

### **For the best results:**

Create artwork in one of the recommended softwares.

Submit files as high resolution print ready PDF/X-4:2008 files. The default compression settings **must** be changed to **do not downsample**.

Leave **artwork** layer on only. Only include artwork files that are to be printed.

If artwork spans over multiple panels, it must be submitted in mural format to ensure panel lineup. Avoid having text fall on trim lines. Please contact Expand for custom mural templates.

Include all Pantone® (Coated and Uncoated) colours in the artwork file as SPOT colours (not process). *With the exception of Pantone colours; all other artwork should be submitted in CMYK.* **Expand does not print in RGB.**

Images should be built at 125-150 DPI AT FINAL SIZE. Making files larger than 150 DPI will not improve image quality; only increase the file size.

Final artwork **must** have all images embedded and all fonts outlined.

Do **not** submit artwork with any layers locked. Locked layers may result in elements of the artwork dropping out.

If file(s) exceed 1GB please flatten and/or reduce the DPI and save as a TIFF.

*See page 2 overall file size for more information.*

If submitting a PDF exported from Indesign, please follow these steps. Choose File → Export and select the Adobe PDF (Print) format. In the general tab you will select from the Adobe PDF preset drop down → select PDF X/4:2008. In marks and bleeds, select use document bleed settings. Click Export. The bleed settings should be set to the size of the template bleed. **Do not** check off all printer marks.

## Layout & Content

### Layout using the template:

**DO NOT ALTER THE TEMPLATE.** Altering the template can result in artwork that is the incorrect size or incorrect placement. Our graphics team can provide a custom template with exact finishing specifications if a custom size is required. For more information see page 4 *Ordering a Custom Graphic*.

Place artwork into the artwork layer of the template. It will be the second to last or last layer in the file so that you can still follow template directions.

Most templates are created at 100% size. If templates are a different size it will be in the title of the template. For example; 106-588240 STR-10percent.pdf

Artwork **must** extend to the **green bleed line** to fill the template including cassette bleed. On most templates the **green bleed line** is the size of the artboard.

An example of a Expand Grand Fabric template is shown. In this example the green bleed line has been exaggerated to clearly show where it falls.



Keep all critical elements such as text and important images within the **pink** safe area. Anything outside this area may be stitched through, cut off, or fall outside of the visual area.

We **do not** recommend having text or images cross multiple Expand Grand Fabric panels. Expand **cannot** guarantee exact panel lineup. If it is required to have images or text cross multiple **Expand Grand Fabrics** please contact your Account Manager so that we can provide you with a custom mural template. A custom template will allow for the closest possible lineup.

Please be sure to turn off or delete all layers besides the artwork layer before saving your file.

## Overall File Size

Files that are 1 GB or larger should be reduced in file size prior to being submitted. To reduce overall file size, please ensure all images are between 125-150 DPI and that any unnecessary layers (those that do not contain PANTONE® information) are flattened. For Photoshop files, we recommend flattening and making them into TIFF files with LZW compression. LZW compression is a lossless compression method, which means there is no degradation when saving the file.

## Colour Matching

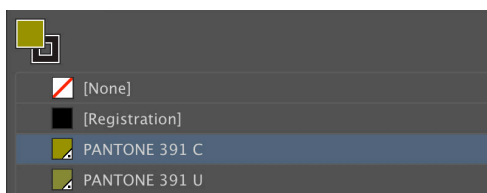
### Pantone® Colours

Pantone® provides a standardized system of colour matching. We recommend using Pantone® colours to ensure an accurate match.

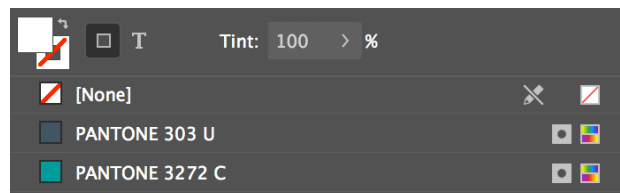
If you would like us to match artwork colours, please use the Pantone® colour in your file. **Do not** alter the name of the Pantone® colour. Expand only matches to solid coated Pantone® and solid uncoated Pantone®

Pantone® colour matching is available for most files. We strongly recommend a printed proof for verification of colour.

*For more detailed information regarding Pantone® colours please visit [www.pantone.com](http://www.pantone.com).*



Illustrator Pantone® swatches

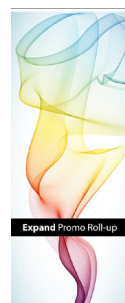


Indesign Pantone® swatches

### Printed Proof

For confirmation of colour and image quality we offer printer proofs. Each printed proof you order is printed on the substrate your final graphic will be printed on. The printed proof will be a small full graphic and a 100% section of the graphic. Please see examples below.

*For more detailed information such as pricing and turn-around times regarding our printed proofs, please contact your account manager / Salsupport.*



### Sample Print or Match Print

You may also choose to provide a sample print or match print, such as a brochure or piece of fabric, so that we have a reference to match to. Please note we cannot colour match a gradient or a flattened image.

*For more detailed information regarding where to send your sample print, please contact your Account Manager / Salesupport.*

## Rich Black

Expand Rich Black colour Build: **C** = 100, **M** = 100, **Y** = 80, **K** = 100.

Both fabrics and inkjet prints require this colour build for a rich black. Other colour builds are accepted, but we have found this colour build produces the best results for our equipment. If this colour build is not applied to artwork we cannot guarantee a rich black. Please note a CMYK build of 0, 0, 0, 100 will not print as a true black.

## Image Resolution

Optimal results in printing are achieved when images are 125-150 DPI at final print size. Images submitted larger than 150 DPI will create large file sizes without a noticeable gain in image quality when viewed at 5-10 feet away.

We strongly recommend against increasing the DPI of images. Increasing the DPI of images typically results in artificial pixels making the image more pixelated and enlarging the file's size.

As you design your graphic, view all images at 100% of their final size to verify that they will be acceptable to print.



Image size 75x80cm DPI is 150  
Image is crisp and clear and is the recommended DPI for large format printing.



Image size 75x80cm DPI is 50  
Image is very pixelated and is not the recommended DPI for large format printing.

## Ordering a Custom Graphic

For a non-Expand brand of hardware you will need to provide either a template, printed graphic, or the frame so that we may measure it. We will print and trim the final graphic to the exact specifications listed in the order. We cannot be held responsible if the graphics do not fit the hardware unless we have the hardware in hand to test fit.

We can also produce custom graphics per specifications provided in your order.

*Below are examples of the custom finishing we offer. Please contact your Account Manager for more details.*

Custom Orders					
TRIM: <input type="text"/>		<input type="checkbox"/> Retractable	<input type="checkbox"/> Built to Scale	<input type="checkbox"/> Bleed Included	
				<input type="checkbox"/> Ink Jet or <input type="checkbox"/> Fabric	
<input type="checkbox"/> Velcro Needed?	<input type="checkbox"/> Grommets?	<input type="checkbox"/> Pole Pockets?	<input type="checkbox"/> Mural Design?	<input type="checkbox"/> Hem or <input type="checkbox"/> Hot Knife	
<input type="checkbox"/> Top Only <input type="checkbox"/> Bottom Only <input type="checkbox"/> Left/Right Side <input type="checkbox"/> All Sides	#: <input type="text"/> <input type="checkbox"/> Top Only <input type="checkbox"/> Bottom Only <input type="checkbox"/> Left/Right Side <input type="checkbox"/> All Sides	(Provide Size Below) <input type="text"/> <input type="checkbox"/> Top Only <input type="checkbox"/> Bottom Only <input type="checkbox"/> Left/Right Side <input type="checkbox"/> All Sides	<input type="checkbox"/> Continuous Image OR <input type="checkbox"/> Intentional Breaks in Image	<input type="checkbox"/> Concept Image of Final Product? Location: <input type="text"/>	