

## BEST PRACTICES FOR BUILDING WIDE-FORMAT ARTWORK FILES

Trinity Graphic recommends the following general guidelines when building electronic files for wide format printing. These standard practices will help alleviate the most common problems that hold up the work and increase the cost of the job.

### 1. We can except the files in the following file formats:

- Illustrator, current or earlier versions (native AI or Illustrator Default PDF)
- InDesign, current or earlier versions (native INDD or High Quality Print PDF)
- Photoshop, current or earlier versions (native PSD layered file, TIFF)

### 2. Vector vs. Raster Files (recommended criteria for submitting files)

File Criteria	Vector Files	Raster Files
Color Space	CMYK	CMYK or RGB
Resolution	N/A (100% size)	300 dpi
Compression	None	None
Format	AI or Illustrator Default PDF	.PSD (layered), .TIF

### 3. Die Outline Layer Guidelines

Die Outline Criteria	Recommendation
Naming	“Dieline”
Color	100% Black Spot Color (name the color “Dieline”)
Line Weight	0.25 pt. stroke set to Overprint
Bleed Considerations	1/8” min. for most projects (<4’ x 4’) 1/4” min. for large projects (>4’ x 4’) 3” for wallcovering projects.

### 4. Other file elements should be placed on a separate layer in the file.

- Spot Varnish / Liquid Lamination
- White Layer (build as a spot color) - Please call if you are not certain how to build this layer.
- Specify printer’s marks (Crop marks, Registration mark, Page information, Color bars , Bleed marks, Slug area)

### 5. Color Management and Special Colors

- No Duplicate colors - Standardize (i.e. – PMS 185 Red, PMS 185 and Pantone 185).
- If spot colors are used, have items built in them (not in CMYK); for mixes using spot colors (i.e. – Dark Red created with a mix of PMS485 and 40% screen of Black), add the spot color and mix and name accordingly: “485 + 40% Black”.
- Delete any colors from the swatch palette that are not going to be printed.
- Special screen mixes (logo’s, etc.) should be called out

### 6. White Ink Set-up

- Create a separate color in the palette called “White\_Ink”.
- Create a separate layer for the White Ink called “White\_Ink”

## 7. Font Management and Licensing

- Illustrator Files must have fonts converted to outlines.
- Photoshop and Indesign files must have the fonts included in the file folder along with proof of licensing.

## 8. Proofing Choices

- Soft Proof - PDF or electronic file for content and alignment proofing.
- G7 Contract Proof - a hard-copy proof that is calibrated to near neutral balance of colors throughout the tonal scale.
- Press Proof - An actual printed proof using production equipment and materials to render the proof.

## 9. Additional Hints and Suggestions

- Send all hi res images (links) separately.
- Viewing Distance and Raster Resolution: < 3 ft. = 300 dpi, 3 - 10 ft. = 150 dpi, > 10 ft. 72 dpi.
- We prefer that final files do not have any printers marks on them, but if you must, place them in a separate layer and turned off/set not to print.
- For intricate die cuts, please consult with our production team.
- Applications to avoid: Corel Draw, QuarkXpress, PowerPoint, MS Word
- File Formats to avoid: .PNG, .GIF, .BMP, .JPG.
- Do NOT use “white boxes” to cover up unwanted elements. Delete all unnecessary objects.
- If possible, AVOID using the transparency options in the CS programs. Overprint an object instead of “multiplying” it.

