



Artwork Guidelines

GENERAL:

- PC compatible
- RGB or CMYK– (RGB delivers more accurate color. If the file is already CMYK, leave it CMYK. Converting back to RGB will have a negative impact on the color.)
- For regular hems, place all elements at least 1.25” in from finished edge to avoid the stitching.
- For pole pockets on single-sided banners, place all elements at least the size of the pocket in from the edge. (See Bleeds below for more info)

VECTOR:

- Adobe Illustrator – (CS version 2) .AI, .EPS, .PDF file
- Fonts converted to paths
- File sized proportionately to finished size

BITMAP:

- TIF, .PSD, *digital* .EPS, .JPG, .BMP
- At least 100 ppi at 100% for standard applications (300 recommended for close viewing)
- Do not embed a color profile

SENDING FILES:

If file is smaller than 8M, email to: art@custombanner.com. If file is larger than 8M, upload to our [ftp site](#) or send on CD or DVD. Zip & Stuffit compression accepted.

ADDITIONAL CHARGES:

- Files provided in formats not mentioned above
- Pantone matching, please include in file (PMS prints as CMYK equivalent)
- File editing

TYPICAL BLEEDS:

Fabric Banners - 2” on all sides

Vinyl Banners – 1” on all sides

Flags - 2” on right side, 1” top & bottom

Floormats - Create file at full size of mat. Don’t place any text or important part of the image within 1 inch from the edge. This will ensure no part of the image will get cut off by the black rubber border during pressing.

Pole Pockets – Take care in placing graphics below the pocket so there is no stitching through them. (Non-Applicable in two sided applications with liner, as stitching is hidden)

Pole diameter	.75”	1”	1.5”	2”	2.5”	3”	3.5”	4”
Pocket Size	3”	3”	4”	5”	5.5”	6.5”	7.5”	8.5”
Bleed size	3.5”	3.5”	4.5”	5.5”	6”	7”	8”	9”

GOT QUESTIONS? Call us at 800-926-7643 and we’ll be happy to assist you!

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