displays & designs, inc.

Art Guidelines

Files should be sent to graphics@displaysanddesigns.com via email, WeTransfer, or the online transfer service of your choice.

High quality, editable files are preferred in case adjustments are necessary before printing.

Please contact us to request graphic templates to ensure the proper dimensions, bleed area, and safe area.

Preferred File Formats

AI   **PSD**   **PDF**

- Illustrator - Ideal for vector files

- Photoshop - Ideal for photos

- PDF - Export to "High Quality Print"

Artwork Specifications

Supply layered files when possible.

Rasterize any Transparency Mask effects.

Crop marks and process control patches are not necessary and will be removed before production.

Use CMYK unless directed otherwise.
Using RGB may lead to a shift in the colors when printed.

When available specify colors using the Pantone Color Matching System. (PMS)
Make sure all colors have exact swatch names or colors may not match. (PMS 021C will not match PMS 021U or CVC)

Supplied raster files (either print files or linked files) must be at 100-120 pixels per inch at 100%.

Build graphics with at least 1" bleed on all sides.

Keep important artwork at least 2" away from the edges to avoid interference from possible seams and hardware placements.

For the best results...

In Illustrator:
- Outline all type
- Link outside files
- Package the file for export

In Photoshop:
- Rasterize all type
- Embed outside files