

Q. What formats can my art be built in?

A. Adobe Photoshop, Illustrator, InDesign CS5 or below, (psd, ai, indd, eps, pdf) are preferred. These formats are designed to provide the best print possible at the larger sizes in which your graphics will be outputted.

Other formats are accepted but may require additional design time and color proofing.

Q. What resolution should I build my artwork in?

A. We ask that all artwork be provided at 100dpi minimum, at full size, for best results.

Q. Are there graphic templates available?

A. For many displays there are graphic templates available - ask your AE or Chris.

Q. What scale should my artwork be uploaded as?

A. We ask that all artwork be to scale: 25%, 50%, 75%, or 100%, and that all images be scaled accordingly. (For example, if a layout is created at 25%, please supply all linked images at 400ppi/layout size in a separate folder. This will ensure that your artwork is quickly set and printed without incurring any additional charges for re-scaling.

Q. Should I embed my images within the design?

A. We ask that you not embed files within your design because embedded files cannot be checked for quality, and/or adjusted for any color correction. In addition, many embedded files tend to act unpredictably when ripped at output.

Q. What color modes should I use?

A. Color modes generally depend on the output process. If your graphics are being produced with Inkjet or Dye Sublimation, then CMYK is best. For Lamda/Duratrans, please use RGB. If you are not sure of which process your graphics will use, please let your AE know and they will be happy to assist.

Please also remember to indicate any color matches by specifying a Pantone "Solid Coated" (PMS) color in the file, as well as by marking it on any supplied proofs.

Q. What fonts can I use in my file?

A. Any fonts that you can provide are usable, though postscript fonts are preferred due to their ease of use and reliability during the print out. If you can not provide the font, we ask that you please convert the text to outlines instead.

Q. Do I need to provide bleeds and crop marks?

A. When applicable, or requested on a graphic template, please let us know about any bleeds or crop marks. If you need assistance finding these for your project, please just let your AE know.

Q. How can I upload or deliver my artwork files?

A. There are a variety of ways to send us your artwork! We can work with CD/DVD or portable drives (such as USB), or you can upload any file UNDER 200MB to our FTP site at www.ohiodisplays.com/login_options.html. Your AE can provide you with a username and password.

Please let us know when you have uploaded a file so that we can begin outputting your graphics as quickly as possible.

Q. Can I give you my flier to be made into a larger graphic?

A. Unfortunately there is no real way to recreate and/or enlarge a hard copy. The best bet is to use the raw files that were used to build your original piece to create a new file formatted for larger outputting using the methods listed above.

Q. I had graphics made a few years ago...do you still have the files?

A. While we do our best to keep files on hand for a few weeks after outputting a job, the sheer size of the files forces us to delete them after a period of time. Please email chris@ohiodisplays.com to find out if we still have your previous artwork.

Q. I don't think I have the right programs to create my design, can you help?

A. Most definitely! Just let your AE know that you are interested in graphic design services, and we'll be happy to help create graphics that you will love as well as to provide specs, pricing, and suggestions.