



Artwork Specifications

Artwork submitted for production must be press-ready to ensure best turn-around time and quality. If you have a specific problem that is not covered in this guide, or have other questions, feel free to contact us. Please note: Improperly prepared files can cause delays in production.

Quick Checklist

- Make sure type is legible and crisp
- Make sure page layout is correct
- Make sure margins are set correctly
- Artwork matches the specified dimensions

Formatting & Color Requirements

ART FILES

- High Resolution PDF Files - Vector artwork is best. Include all support art (fonts, linked images, etc.)
- Do not include printer marks such as crop marks and print registration marks in your print-ready files. Flatten files with special effects such as glows, transparencies, or drop shadows.

ARTWORK MUST BE BUILT TO SIZE

- The art board itself should be at actual size.

FONTS

- Fonts must be converted to outlines. If fonts are not converted to outlines, please provide TruType Fonts.

COLOR SPACE

- Provide files in CMYK format. Artwork built in a different color space may not print the correct color.

SPOT COLOR MATCHING

- If Pantone colors need to be matched, please specify on your order. All critical Pantone colors must be plugged into the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified. Spot ink colors like Pantone will not always reproduce correctly in print. We will make the closest possible approximation to most spot inks, but we cannot guarantee spot color matching. We do not print metallic, fluorescent, or reflective colors.

Custom-Cut Design Requirements

- Any shape other than a square or rectangle must include a cut line. Create a vector cut path, assign the path to a spot color and rename it "cut" in the swatches palette (a colored outline is not a cut line).
- If your design needs specific grommet placement, drill holes, or scoring, please mark it accordingly.

Vinyl Banners - Mesh Banners - Retractable Banners

- We finish all of our vinyl and mesh banners with grommets and 1" hems.
Retractable Banner Template Available

PDF Proofs Available Upon Request

Please call Craig Owens (214)458-8012 or email craig@texastradegraphics.com