



**We understand what you need from a supplier to help you compete and succeed. That's why BrandStand™ America offers you **100% CUSTOMER SATISFACTION** on every order!**

## **DESIGNING**

To complete the order process without delays, here are a few simple steps to expedite the process. These guidelines include important details on how to place graphic orders, where to upload art files, art guidelines and production timelines. We are committed to providing you with tools designed to make your job simple and seamless.

## **ACCEPTABLE FILE FORMATS**

**High Quality Editable PDFs • Illustrator CC or below • Photoshop CC or below**

High Quality Editable PDFs, Photoshop, and Illustrator files are preferred, as they are more suitable applications for large format printing. We do not accept InDesign files. All artwork needs to be to scale. Be sure to have all images embedded and fonts outlined. Art time will be charged if files need to be fixed or altered to meet guidelines at \$85.00/hr. Please note that Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. Photoshop is preferred when using these special effects. All raster files (either print files or linked files) must be at least 72 - 125 pixels per inch at 100%. Artwork with raster files being printed state-side must have a max resolution of 125 pixels per inch at 100%.

## **FONT SPECIFICATIONS**

All fonts must be converted to outlines. \*\*Even when saving as a PDF fonts need to be outlined. We print from Illustrator and when PDF files are open they become raw files and text that is not outlined will be substituted with a font that is the closest and will change the appearance and placement of the text.

## **COLOR SPECIFICATIONS**

- All files are printed as CMYK. Please send files with a CMYK build, and provide a PDF or JPG layout of the files being printed.
- If Pantone colors need to be matched please specify pantone color(s) on purchase order.
- All critical Pantone colors need to be called out in the file as solid coated swatches. If multiple Pantone swatch books are used in the file, all will be matched to solid coated unless otherwise specified.
- Feel free to submit catalogs, brochures, printed proofs, etc. to use for a color reference. Remember that when doing this; allow for additional production time so we can make sure production has these reference materials.
- If color matching is required for Photoshop files please provide a layered file.
- Orders without indication of Pantone colors will be printed in CMYK.

## **MURALS & POPUP GRAPHICS**

Mural files must be built as one file. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks. Use designated templates to establish breaks. If you do not have a template, please obtain one from your customer service representative.

## **BLEED SPECIFICATIONS**

When building your artwork design your artwork to the bleed allowance specified on the template. To ensure your graphic is set-up properly, download and use the correct graphic template provided, as there are "Safe Viewable Areas and Guides" on to verify correct placement, place artwork on template in Illustrator as Photoshop does not recognize the correct size with the bleed. If you do not have a template please request the most current template from your customer service representative. Copy and paste your artwork onto the template in illustrator.