

Artwork Guidelines

FILE FORMAT

As a starting point, we only receive **"High Quality Print" PDF** files from both PC and Mac software. We recommend exporting files at the "High Quality Printing" setting. Before exporting your file as a PDF, convert all text to outlines and embed all images. Include a screen shot or .jpg proof for content verification.

Important! Submit artwork only. Turn off "Template" & "Specs" layers before exporting file.

If you are not able to generate a "High Quality Print" PDF, we accept the following software generated file formats.

- **Photoshop** .PSD Include all layers, paths, channels, links and fonts.
- **Illustrator** .AI Convert text to outlines, include all linked images (do not embed images).
- **InDesign and QuarkXpress** files are not recommended for large format printing. We only except "High Quality Printing" PDF's generated from these software programs.

TEMPLATES

Artwork templates in PDF format for all graphics sizes can be download on our website: makitsodisplays.com

RESOLUTION

The best results are achieved when the resolution of the images are between 72-125 DPI at final print size (full size). Images submitted at higher than 125 DPI will create larger file sizes without any visible gain in print quality.

COLOUR

All colours must be defined in CMYK. If converted from RGB to CMYK significant colour changes can occur, please proof your colours prior to submission. Pantone Spot Colours may be requested, but exact colour matches are not always possible.

Reference printouts will be considered for layout only, not as actual colour reference. If a colour layout can not be sent, include a .jpg, .pdf (screen optimized) or screen shot file. Clearly mark filename as "proof".

RICH BLACK

CMYK: c20 m40 y60 k100

ARTWORK FILE NAMING REQUIREMENTS

To ensure timely and accurate proofing, all submitted artwork files **must be clearly named** with reference to the corresponding artwork template. This helps our print technicians match your artwork to the correct display configuration—especially important for custom projects.

Please follow these file naming best practices:

- **Include the template name** in your file name (e.g., WLM-G-2000F.pdf or Custom DNA 85.3wx105h.pdf)
- If submitting artwork for a **custom design**, include a **key or PDF preview** that clearly references each file and its intended template.
- **Avoid generic filenames** such as artwork.pdf, file1.png, or final_graphic.ai—these will delay the proofing process.

Recommended File Name Format:

[Template Name]_[Client Name or Project]_[Panel or Version].pdf

Examples:

- WLM-G-2000F_Johnson_Ver2.pdf
- DLW-G-3000L_DisplayExpo_Front.pdf / DLW-G-3000L_DisplayExpo_Back.pdf

By following this format, we can process your files faster and avoid errors or delays in production.

FILE TRANSFER

All files sent by WeTransfer should be compressed (.sit, .rar, or .zip). Your files can be uploaded through our website: www.innov8displays.com