Artwork Setup Guide

SUPERCOLOR™ DIGITAL

Preparing artwork correctly ensures the best print quality and allows projects to move smoothly through production. Follow these guidelines when submitting files for banners, wall graphics, trade show displays, window graphics and other large format prints.

1. Quick Artwork Checklist

Before sending your file, please confirm:

✓ File format **PDF** preferred
✓Artwork built at final size or scaled proportionally
✓Resolution 100–150 DPI at final size
✓Bleed included where required
✓Fonts outlined or included
✓Images embedded
✓Colors set to CMYK or RGB (do not mix)

2. Accepted File Format

Preferred formats:

- PDF (recommended)
- Adobe Illustrator (.AI)
- InDesign Package

If submitting native files:

- Include all linked images
- Include fonts or convert fonts to outlines
- Save Illustrator files with Create PDF Compatible File selected.

3. Artwork Size & Scale

Artwork should be created at final print size whenever possible.

If the graphic is very large, files may be created at scale:

File Scale :	Example :
100 %	Full Size Artwork
50 %	Half Scale
25 %	Quarter Scale

Example file name: BannerDesign@50%

4. Bleed Requirements

Application :	Required Bleed :
Wall Graphics	2 - 3 Inches all around
Fabric Prints	1 Inch all around
Window Graphics	1 Inch all around
Other prints	0.25 Inch all around



5. Image Resolution

Resolution should be measured at final print size.

Viewing Distance	Recommended Resolution
0 - 6 Ft	100 - 150 DPI
6 -20 Ft	72 - 100 DPI
Large Signage	30-72 DPI

LOW DPI



HIGH DPI



6. Color Setup

Files can be submitted in CMYK or RGB, but all elements should use the same color mode.

Guidelines:

- Maintain consistent color mode across all files
- Ensure linked images match the file color space
- Assign Pantone spot colors if exact brand colors are required.

7. Contour Cut Files

For graphics that require custom cutting:

1. Create a vector path
2. Assign a spot color named “Thru-cut”
3. Set color to 100% magenta
4. Set the path to Overprint

This allows production software to recognize the cut path.

Magenta Spot Color Cut Line



8. File Naming Guide

To avoid file errors:

Use only: Letters, Numbers, Hyphens (-), Underscores (_)

Example: **TradeshowBackdrop_v2.pdf**