

DIGITALLY PRINTED FLOORING

Print & Graphic Guidelines



GENERAL

- Provide all files in one of the appropriate formats listed, including all support files used.
- Layout all files in the correct resolution, proportions or scale (1/4 scale) to final size.
- Convert all fonts to Outlines and remove any stray text that has not been converted. If using Photoshop Rasterize all text and remove any text layers not raster.

COLOR MATCHING

- Color set to CMYK, (Cyan, Magenta, Yellow, Black). Please set up all files for CMYK color mode. Illustrator files must have all colors used converted to CMYK.
- All photographic support files used in Illustrator must be CMYK and prepared to the proper resolution and format for the project.
- Critical colors should be called out as Pantone^(R) Solid Coated colors.
- When PMS match is required a test print should be ordered. Additional cost may apply
- We do our best to match but may not be able to guarantee on the final print.

BLACKS

- Rich black should be used in place of all blacks and composed of 90%C, 90%M, 90%Y, 100%K. This will produce a richer shade of black.
- By default Adobe InDesign overprints 100% black onto whatever is behind it. There's a good chance you will see the background layers through the black. To fix use a rich black (recommended) or set black to 99%.

BLEEDS

- Create art with a 1" bleed on all four sides.
- 35 mil art material needs to be 53" maximum width
- 75, 85 & 95 mil art greater than 10' needs be created in 119" sections

REMINDER

- Once orders are placed we cannot offer refunds due to errors from customer provided artwork.

RESOLUTION

- Photographs MUST be designed to have 100 DPI of resolution at finished size, and in CMYK Mode.
- Images MUST not be interpolated as this will greatly affect the resolution and quality of the final printed flooring.
- When pixel graphics are not built at final finish size 300 DPI
- Images take from the internet at usually 72 DPT and are not usable.
Example: A 10ft. x 10ft. at 100 DPI = 284mb file

SPOT WHITE

- Spot white layer must be created in the top most layer with a spot color titled "White_Ink". Choke the white layer by -.0125"

OVERPRINTING

- Make sure that none of your design elements are set to overprint unless you are trying to achieve an overprint effect.
- White elements should never be set to overprint as this will simply make the white element disappear when printed.

SUPPORTED FORMATS

- AI (Adobe Illustrator)
- EPS OUTLINES (Encapsulated Post Script)
Also know as Vector Files or Outline Files.
Provide support files or embed graphics used in your design.
- PSD (Adobe Photoshop Layered Files)
- TIFF (Tagged Image File Format)
- EPS Photographic (Encapsulated Post Script)
- JPEG (Compressed file)

SENDING FILE TO GRAPHIC IMAGE FLOORING

- Email: design@graphicimageflooring.com
- Large Files:
Email design and we will set up a Dropbox folder for you to save all your files.

STEPS BEYOND THE ORDINARY