

Thank you for choosing GVA for your graphics work.

We try to go the extra mile for our customers and use only high quality materials for long lasting graphics.

Basics:

Set up your files like any other job for print using Photoshop, QuarkXPress, Illustrator, or Freehand.

Work at actual size if possible. If this isn't possible, please work at 50% or 25%.

Consult our resolution guide (see below) for DPI issues.

Bleeds on signs up to 2' x 3' should be 0.25" on signs larger than 2' x 3' bleeds should be 0.50".

Trapping is not an issue. All color registration will be perfect.

Use RGB, CMYK, or Grayscale color modes. (See our color guide below).

Please do not embed images in your Illustrator or Freehand files.

Please link to them when placing images and include them with the Illustrator/Freehand file. Even better, save your images as EPS files and then link to them in Illustrator/Freehand. This results in fast previews and gives us the ability to make color corrections to the original image files.

Please do not send JPG images for large format printing. The artifacts in JPG's will be very obvious when enlarged to poster size. Please use PSD or TIFF images in your workflow. The exception is a high rez JPG from a commercial source like Photodisc.

Documents we accept:

Adobe Photoshop (up to 7.0)

Adobe Illustrator (up to 10.0)

QuarkXPress (up to 4.1)

Macromedia Freehand (up to 8.0)

PDF files are acceptable, but will be printed without any color correction.

The fastest, easiest way to send us files is email with a .SIT or .ZIP file (up to 15MB), or send us a CD for large files.

Please provide a black and white or color proof with PMS callouts (or chips, for specialty colors) for our reference.

Color:

RGB, CMYK, or Grayscale color modes are acceptable.

An RGB (Adobe RGB 1998) color mode is preferred if the final print is a Photoshop document.

A CMYK (Default Photoshop 7.0 SWOP settings) color mode is preferred if the final print is a QuarkXPress, Illustrator, or Freehand document.

This includes images placed in the document. The exception is if the entire document and all spot colors are RGB, in which case images can also be

RGB. Please do not mix color modes within a single document.

Please embed your working color space profile (Adobe RGB, for example) in your images when saving. (See Photoshop 7.0's color settings for this option.)

Please leave PMS spot colors as PMS. Our 6-ink printing system does automatic PMS to CMYK conversion and can achieve a closer match than manual conversion.

Maximum Print Sizes:

Below is the maximum printable size (with full bleed) for our most popular media:

Media:	Width:	Length:
Uncoated Paper (unlaminated)	58	50ft.
Uncoated paper (laminated)	50	50ft.
Coated Paper (unlaminated)	58	50ft.
Coated Paper (laminated)	50	50ft.
Banner (unlaminated)	58	25ft.
Banner (laminated)	50	25ft.
Backlit (unlaminated)	58	25ft.
Backlit (laminated)	50	25ft.
Flexible Trade Show Graphic (laminated)*	50	25ft.
Gatorboard/Foamcore/Sintra/Acrylic**	48	96ft

* Flexible graphics can be tiled together and joined to create larger size graphics. This can be done with velcro-backed graphics on fabric popup displays or by using graphic replacement panels with magnetic backing.

** Rigid signs are limited in size to the manufacturer's sheet, which is typically a 48" x 96" sheet. They can be joined together for very large mural graphics for an unlimited sign size.

Resolution

The final resolution (DPI) of images will vary due to viewing distance of the final product and file size considerations. Images viewed from close proximity require a higher resolution than those viewed from a distance.

Large 8 foot x 8 foot mural panels will be viewed from 15 feet away or more and do not require the same image resolution as 8" x 10" graphics viewed from 2 feet away. The goal in saving images is to reduce pixelation as much as possible and maintain small file sizes. Please consult the chart below for a guide to resolution based on the final image size:

Image Size:	Sample Image Size:	DPI:
Up to 1 sq. ft.	8x 10 (.5 sq. ft.)	300 DPI
1 sq. ft. - 5 sq. ft.	18"x 24" (3 sq. ft.)	250 DPI
	22"x 28" (4.2 sq. ft.)	
5 sq. ft. - 12 sq. ft.	24"x 36" (6 sq. ft.)	200 DPI
	36"x 36" (9 sq. ft.)	
	36"x 48" (12 sq. ft.)	
12sq. ft. - 30 sq. ft.	48"x 48" (16 sq. ft.)	150 DPI
	36"x 96" (24 sq. ft.)	
30sq. ft - 100 sq. ft.	96"x 96"	120 DPI
100sq. ft and higher	96"x 192"	Please call

Resolution Examples:

Example 1: An 8' x 8' Popup display (.PSD file created in Photoshop)

An 8' x 8' image = 64 square feet, so the image should be 120 DPI at actual size.

Example 2: A 3' x 8' Banner (.QXP file created in QuarkXPress) with multiple images

The images should be individually measured and DPI should be determined based on how large each image is, not on the final size of the banner. If the images in the banner are 2' x 2', which falls in the 1 sq. ft - 5 sq. ft. category, the resolution of each image should be 250 DPI.

At no point should image resolution drop below 100 DPI at actual size for any image. This is the threshold where very obvious pixelation will occur. Our hardware does an excellent job maintaining image quality at resolutions higher than 100 DPI.

Maintaining small file sizes on disk:

In our experience, saving files as flattened RGB Photoshop (PSD) documents will result in the smallest (lossless) file size (in MB). The largest size file will be a CMYK .EPS file or any layered file. If disk space is a problem, please try saving in RGB PSD format. Also, cropping your images to exact size (plus bleeds) prior to placing in Quark or another page layout application will result in lower file sizes and shorter print times.

For graphics technical assistance:

If you have any questions about setting up your file, call us at 301.963.8600.