

# Armstrong Display Art Guidelines

## FOR DIGITALLY PRINTED PRODUCTS

### Acceptable Formats

Adobe Illustrator CS3 or below (.ai or .eps) *preferred - or -*  
Adobe Photoshop CS3 or below (.psd, .tiff, .eps) *preferred – or –*  
Adobe In-Design CS3 or below (.indd) *preferred*  
*High resolution .pdf and .jpg files also acceptable.*

### Digital Ink Jet Print Guidelines:

- Avoid using photos taken under florescent lighting, as skin tones could appear blotchy and uneven, unless filters and white balances are used when the photos are shot.
- Files should be set up in CMYK color mode.
- Files should be readable to PC format (not MAC).
- Files created in Illustrator should be set up at full size or proportionate to final output size.
- Files created in Photoshop should be set up at full size of final output at minimum 100 to 120 dpi, (*if at 50% then preferably up to 300 dpi*).
- Any images placed in Illustrator should be saved in CMYK format with a resolution of minimum 100 to 120 dpi at final output size, (*if at 50% then preferably up to 300 dpi*).
- Do not embed placed files in Illustrator.
- Do not embed any color profiles in placed images or Photoshop files.
- **All Fonts used should be converted to outlines.** Otherwise, please supply Font files.
- When using Photoshop, send layered file – or – flattened file, saved as tiff, eps, or jpeg format.
- Please send a hard copy of image to be output whenever possible
- If Pantone colors are used, please indicate!
- Any critical colors pertaining to logos or corporate identity should be called out as Pantone® Coated or Uncoated colors. Metallic Pantones cannot be matched on inkjet output.
- Only send files relevant for output, please indicate output file names on order, disk print out or read me file included with job.

## FOR TABLE COVERS AND BAG POCKETS

### Silk-Screen Print Guidelines:

- Artwork Must be Vectored and readable to PC format (not MAC).
- *Table Covers:* maximum screen print area- 12”h x 40”w – or – 15”h x 30”w
- *Canvas Carry Bags:* maximum screen print area- 10”h x 12¾”w

### FILE TRANSMITTAL:

#### FTP Site Info

- “ZIP” or “STUFF” and link to <ftp://ftp.armstrongdisplay.com>
- Log-In process: [ *User Name:* client – *Password:* Aa5276787 ] Copy/ Paste or Drag and Drop
- Send eMail when file(s) uploaded to [info@armstrongdisplay.com](mailto:info@armstrongdisplay.com) or [cindy@armstrongdisplay.com](mailto:cindy@armstrongdisplay.com)
- Mac users may need to use a program such as Fetch to complete the upload

You may also send your files on a CD/DVD to our physical address, or you can use a web-based transmitting service, such as YouSendIt at: <http://www.yousendit.com/>

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If you have any questions, please contact:

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