

# Armstrong Display Art Guidelines

## 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.
- Bleed not necessary. These are the live area/s for our detachable graphics and headers.

## Graphic Sizes:

- X 18: 1 Main Panel- 16.5”h x 22.5”w                      2 Wing Panels- 16.5”h x 10.5”w
- X 24: 1 Main Panel- 22.5”h x 22.5”w                      2 Wing Panels- 22.5”h x 10.5”w
- X 32: 1 Main Panel- 30.5”h x 22.5”w                      2 Wing Panels- 30.5”h x 10.5”w
- X P: 1 Main Panel- 22.5”h x 30.5”w    2 Wing Panels- 22.5”h x 14.5”w
- XX: 1 Main Panel- 30.5”h x 30.5”w    2 Wing Panels- 30.5”h x 14.5”w



## Headers:

- 6.25”h x 22.5”w                      X 18, X 24, and X 32: *Arched*
- 6”h x 22.5”w                      X 18, X 24, and X 32: *Angle*
- 8.66”h x 30.5”w                      X P, XX: *Arched*
- 8.66”h x 30.5”w                      X P, XX:                      *Angle*

**Header templates are available upon request.**

# Armstrong Display Art Guidelines

## **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 123/4”w

## **FILE TRANSMITTAL:**

### **FTP Site Info**

- “ZIP” or “STUFF” and link to <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/>

If you have any questions, please contact:

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