



Graphics Requirements

Tel : 1-517-673-6566
Email :
info@britishamericandisplays.com

BritishAmericanDisplays.com

148 S.Industrial Drive, Saline MI 48176-9493

General Information

media

BritishAmericanDisplays most commonly accepts artwork supplied on these media types:



DVD



CD



ZIP DISK

We can usually accept files supplied on other media formats. Please call if you would like to supply your artwork using another media type to those listed above.

CDs or DVDs supplied to BritishAmericanDisplays will usually not be returned to the client unless requested.

electronic submission

BritishAmericanDisplays has several ways for you to supply your files electronically, including:



EMAIL

for files under 5MB only
info@britishamericandisplays.com



FTP

for any file under 500MB*
Please enquire or email

*Electronic submission is not recommended for file sizes over 500MB.

Before sending, please call to confirm with BritishAmericanDisplays that you will be submitting your file electronically.

ALWAYS use Stuffit or ZIP to compress your files before submitting electronically.

due dates

To ensure that your graphics are produced on time and to your specifications, please supply your final artwork no less than 10 working days before ship date, or 15 days if you wish to take advantage of our color proofing service.

Supplying artwork later than the above guidelines may result in rush charges.

Tel : 1-517-673-6566
Email :
info@britishamericandisplays.com

BritishAmericanDisplays.com

148 S.Industrial Drive, Saline MI 48176-9493

Inkjet Graphics

description

BritishAmericanDisplays high-resolution inkjet printers can create standard or backlit graphics up to 59" wide by unlimited length (wider murals are created by tiling panels together). Our team of production artists then laminate and mount your prints to a variety of substrates.

creating artwork



Artwork for inkjet graphics can be submitted either as vector or as raster (bitmapped) art. Please use the following checklist to ensure your graphics can be created as efficiently as possible:

- Create your file in QuarkXPress, Adobe Illustrator or Photoshop
- Outline all text (Illustrator only) and/or supply all fonts
- Ensure all supplemental images are linked (not embedded)
- Supply all linked images as EPS or TIFF
- Ensure all supplied images are the appropriate size and resolution (150 dpi at 100% of final printed size)
- Ensure file and all supplied images are CMYK (*use RGB for Lambda output)
- Include 1/8" bleed (at output size) to all sides
- Indicate all Pantone colors to be matched
- Include a color print of your artwork with all graphic submissions
- Always supply an accurate color proof where color is critical



HP 5500 INKJET PRINTER



SEAL 5500 LAMINATOR

If your graphic is of a special type, such as a tiled mural or a Duraclear print, or is irregularly shaped, please call the Graphics Department for special instructions.

Tel : 1-517-673-6566
Email :
info@britishamericandisplays.com

BritishAmericanDisplays.com

148 S.Industrial Drive, Saline MI 48176-9493

Color & Proofing

color

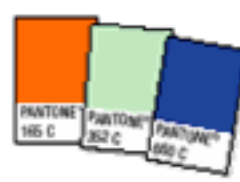
There are three basic color models for graphics: CMYK, RGB and spot color/Pantone.



CMYK
for Inkjet Prints



RGB
for Lambda/Duratrans



Spot Color/Pantone Color
for Vinyl

Please use the following "Best Practice" checklist for submitting your color artwork:

- Supply files for inkjet prints, either standard or backlit, as CMYK
- Supply files for Lambda or Duratrans production as RGB
- Indicate all Pantone® colors to be matched
- Include a color print of your artwork with all graphic submissions

Where accurate color is critical:

- Include an accurate color proof showing the colors as you would like them to appear on your final print
- Inform BritishAmericanDisplays that you would like us to match final output to your supplied proof

proofing

BritishAmericanDisplays uses the latest technology to ensure true color output from your supplied files. Therefore, **for most customers it is not necessary for us to perform any color matching or correction.** However, if true color fidelity is important to you or your business, we recommend that you take advantage of our color proofing service, available at an additional charge. Please use this checklist:

- Inform BritishAmericanDisplays that you would like to see a proof before printing
- Supply all artwork 15 working days before ship date
- Supply files in the correct color model as indicated above

We will print a "press proof" for you using the same printer and materials that will be used on your final graphic, thereby ensuring you the most accurate proof possible.

Please note: in all cases, we cannot guarantee accurate color reproduction if no color proof is supplied.

Tel : 1-517-673-6566
Email :
info@britishamericandisplays.com

BritishAmericanDisplays.com

148 S.Industrial Drive, Saline MI 48176-9493

Sizing & Resolution

sizing and resolution

It is absolutely critical that all linked images in your file be supplied at the correct resolution for the sizes at which they will print.

The following image shows the effects of insufficient resolution on your graphics.



High Resolution Med Resolution Low Resolution

Please follow these guidelines for best results:

- Vector files are resolution-independent and can print accurately at any size
- Image files should be 150 dpi at final output size for optimal quality
- If files are created at full scale, placed image files should be 150 dpi
- If files are created at half scale*, placed image files should be 300 dpi
- If files are created at quarter scale*, placed image files should be 600 dpi
- Include 1/8" bleed (at output size) to image files where appropriate

*NOTE: When working to scale, use only half scale (50%) or quarter scale (25%)

Tel : 1-517-673-6566
Email :
info@britishamericandisplays.com

BritishAmericanDisplays.com

148 S.Industrial Drive, Saline MI 48176-9493