



Art Specifications Guidelines

Preferred File Formats

Adobe Photoshop (CS6 or earlier): Layered .psd or .psb files **at full size** in RGB or CMYK mode at 80-100 dpi with 2 inches of bleed off all 4 sides (additional bleeds required for vehicle and bus graphics). **All fonts and Links** must be supplied.

Adobe Illustrator (CS6 or earlier): Layered .ai, .pdf or .eps files in RGB or CMYK mode with 2 inches of bleed off all 4 sides (additional bleeds required for vehicle and bus graphics). Please convert fonts to outlines and embed all links. **All fonts and Links** must be supplied. Projects under 227" must be setup at 100%; for larger projects, please provide scale used.

Accepted "Print-Ready" File Formats

Print-Ready Files: Un-layered files: .eps, .tiff, .jpeg or .pdf at full size in RGB or CMYK color mode that **WILL NOT BE ALTERED IN ANY WAY**. If your files are not actual size, the **exact scale** must be provided for final output. A printed color proof or PDF proof must accompany the project.

Now That's A Wrap stands behind the quality of our printed graphics, however, you will be responsible for all charges related to reproducing a new graphic due to spelling, layout, sizing, etc. Please contact us with any questions before submitting your project.

Set-Up Guidelines

Logos: For most projects, a vector based logo is required. Please send a .pdf, .ai or .eps file with your logo. If you do not have a vector based logo, we can create one from your .jpeg, or .tiff file for a fee. We will provide you with a copy for future marketing projects.

Bleed: Include at least 2" bleed past the finished size on most projects. On larger projects, please contact us for specific bleed requirements.

Links: Include all placed or linked files, even if they are embedded.

Fonts: Include all fonts used in Windows format, even if they have been converted to outlines.



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Color Mode: We can work with RGB and CMYK files.

Resolution: Files should be 80-150 dpi at 100% scale. Scale dpi according to the scale of the files. For example, if the file is at ½ scale, the dpi should be 300 dpi for a 150dpi output. Files can be reduced to 80-100 dpi at 100% for larger projects, such as bus wraps and vehicles. Files with a lower resolution than specified may be pixelated/blurry when printed. Files provided at a higher resolution than specified above will be reduced to the appropriate dpi in the preflight process.

Color Match: If color is critical, the PMS or custom color (s) must be specified. When a color match is required, a **Color Proof** will be added to the job for approval.

Storage Media: We accept CD/DVDs, memory stick, portable hard drives and flash drives.

Sending Files

Upload: <https://www.hightail.com/u/nowthatsawrap>

Email: Files under 5MB can be emailed. Please contact us before sending files