



800-980-6871

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**FTP: Please call for FTP instruction or
mail disk to**

MVP Visuals, 181 Benham St. Torrington, CT 06790

Printing Guidelines

To help you prepare your file for printing we have some guidelines that should be followed in order to obtain the best results.

SOFTWARE:

We can support both PC and Macintosh-based files using:

- **Photoshop CS2** – include all layers, paths, channels, links and fonts
- **Adobe Illustrator CS2** – convert text to outlines, include all linked images
- **In-Design CS2** – include all placed images, logos, fonts and other elements
- **Quark XPress** – include all placed images, logos, fonts and other elements

FLAT FILES:

Flat files cannot be modified at our facilities, except for global color changes (i.e. brightness, contrast). A flat file is useful to verify layout and position but is not recommended as a print file.

LAYOUT:

We will supply you with accurate template sizes.

Link your artwork into the artwork layer of the template. templates are created at 100%. **DO NOT CHANGE TEMPLATE SIZES.** You may create your images at 50% however they must be created at twice the DPI.

Rasterized text will become distorted when scaled. Vector art can be scaled to whatever size as long as it is proportional to the final size. **PLEASE NOTE:** Fabric stretches keep items three inches from the stitch lines to assure they won't get stitched through.

RESOLUTION:

Optimal results are achieved with images printing between **125-150 DPI at final size**. Note that an electronic proof will not

necessarily show a pixilation of an image incorrectly prepared at the wrong DPI.

COLOR CALL-OUTS:

If your project requires a Pantone color, please reference the coated section, and make sure that that color is included in the file. We can print metallic, and fluorescent on some materials. Please reference metallic and fluorescent colors on your order and your artwork.

PLEASE NOTE: For a rich black on fabric must have the following values (100 Black, 40 Cyan, 30 Magenta, 30 Yellow)

PROOFS:

Electronic proofs are generated from the final print file. These proofs should be used for **LAYOUT PURPOSES ONLY** and not to judge color. Due to the variation in monitors, judging accurate printing color is impractical. We can provide an electronic proof in either a .pdf or .jpg format. This service is provided free of charge. If your project contains critical color, please request a **PRINTED PROOF**. While this does add time and a modest cost to your project, it is the only sure method of evaluating color prior to printing. Depending on the printing technique required for your project, you would typically receive a miniature version of each panel being printed for layout purposes as well as a section of the project at final size. This section may be requested by the customer for instances of logos or flesh tones. If a section is not specified, it will be at Expand's sole discretion to select the area to be proofed.

CAUTIONS:

Photoshop Projects: Create file at 125-150 DPI at final size. Keep type as a vector text layer and include the font. If you have a vector smart object be sure to include the vector art file. Supply the .psd **LAYERED FILE**.

Vector Applications: Provide vector files for logos to ensure crisp type. Provide all native files for logos, charts and objects created in vector programs. When building layouts in vector applications, photos should be linked, **not embedded**