



PRINT ARTWORK GUIDELINES

Logo Requirements:

We recommend the logo be vector to successfully size for print and download quickly. Raster logos cannot be scaled up in size without sacrificing image quality. So, unless your raster logo is in actual print size (which will be huge and can take hours to days to download) we cannot guarantee that your logo will be printed with the sharpest image detail possible. Therefore we will not print until we receive a logo that has the following requirements.

Specific Requirements based on file types:

VECTOR FILE <i>* recommended *</i>	RASTER FILE
All fonts / lines / strokes are outlined.	If a vector logo is not available, you can submit a raster logo with a minimum width of 900mm with at least 96dpi.
Vector file formats: Usually saved as AI, EPS	Raster file formats: PSD, TIFF, PNG.

Instructions for Submitting Artwork

Please submit two files:

1. The actual artwork file (the file that follows the requirements listed above)
2. A screen shot of the art on the template or a PDF version which will be used as a proof along with the artwork

Before submitting your artwork for print, make sure you follow the DO's and DONT's as well as the section on Color Matching. These are in place to make sure that your artwork won't have any issues on print.

DO's

- ONLY use our provided templates.
- Check the templates for instructions specific to the bar
- If precise color matching is imperative – Read page 2 on Color Matching for a digital printer
- Make sure your artwork is up to the bleed line only. *(more on page 2)*
- Use the layers panel to place design in the “Art” layer only *(more on page 2)*
- Turn all fonts and strokes into outlines in your art layer. *(more on page 3)*

- Embed all imported images (*more on page 3*)
- When you are done with your design, save the document with all layers intact the way you see them.

DONT's

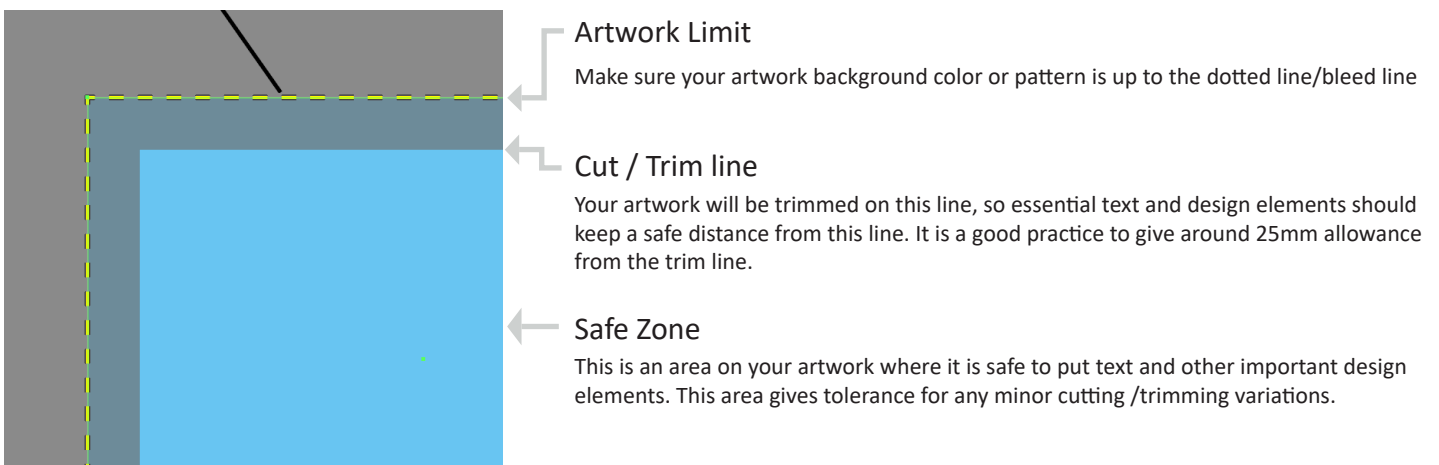
- Do not touch or modify other layers
- Do not add new layers
- Do not lock any elements in the art layer.
- Do not use Clipping Masks
- Do not prepare art with writing or pictures that span across separated panels without talking to a sales rep – You might need a custom template

Color Matching:

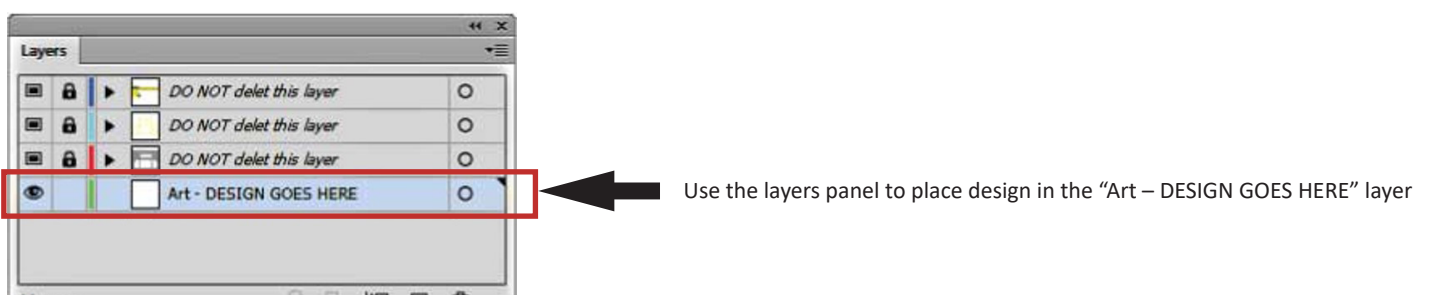
We use the latest award winning digital printing machines. Digital printing outputs Cyan, Magenta, Yellow, and Black (CMYK) to cover all print colors. We also use Light Cyan, Light Magenta, and Light Black to cover a large print color gamut.

To get the closest colors to what you intended – please make sure 1) ALL elements in your design are vector. 2) Avoid transparencies. 3) Avoid Gradients. 4) Use Whole CMYK values for each color (ex: C: 42.00 M:22.00 Y:13.00 K:49.00 NOT C:41.95 M:22.08 Y:12.87 K:49.23).

Make sure your artwork is up to the bleed line only.



Use the layers panel to place design in the “Art” layer only



Turn all fonts and strokes into outlines in your art layer.



Sample logo



This is how the logo might look like on another computer. If the font is not outlined and the font being used is not available on the other computer it will not be rendered properly.

Notice also the stroke thickness differed on figure 2.



If your fonts and strokes are outlined, your artwork will never vary no matter which computer you view it on.

Also, if your artwork needs to be resized, the aspect ratio of the artwork will be preserved.

Embed all imported images



← An embedded image will have this symbol on your links panel.

Colored Acrylic & Laminated Panels

- Some restrictions apply on signage for laminated panels
- LED lighting will only backlight translucent white panels with or without graphics



3990 Old Town Avenue
Suite C-207
San Diego, CA 92110

www.thehostessstation.com

Call Us at (844) 873-1400

Email Us at sales@thehostessstation.com