



Large Format Guidelines

Explanation of Materials

1. HEAVY DUTY MAGNET (30mil)

- ❖ Glossy 30 mil heavy duty magnets with a variety of uses. Best suited for car door signage. It is highly recommended testing a sample of our car door magnet on the specific vehicle you will be using the car door magnets with, as some cars have aluminum doors and magnets will not stick.
- ❖ These magnets can also serve as temporary signage for construction sites or other quickly changing work environments. Printed with the same ink technology as our outdoor banners and coroplast yard signs for long lasting outdoor use.

2. RIGID – FOAMBOARD

- ❖ 4' x 8' max sheet size
- ❖ 3/16" thickness.
- ❖ Purpose: Best for 1 time use - it's a delicate material - but if taken care of - can last longer, but does tend to wilt / bend. Multi-Use material - typical for placing on easels for presentations, etc. Not waterproof.
- ❖ **Gatorboard** is also available and is a long-term alternative to Foamboard

3. RIGID - COROPLAST

- ❖ 4' x 8' max sheet size
- ❖ 4 mm thickness.
- ❖ Purpose: Typically used for Yard or Parking signs (e.g. Real Estate, Election, Reserved For, etc.) Depending on it's use - material will have to be oriented appropriately to ensure the flutes are vertical, in the case of utilizing an H-stake with the sign. H-stake is best used on a soft ground environment (dirt/soil/grass, etc.) This product once printed, may show a linear effect due to its' corrugated flute structure.

4. INDOOR BANNER

- ❖ (10oz) 10 mil thickness
- ❖ 5' x 150' max roll size
- ❖ Purpose: This material is very thin and made of Polypropylene with a smooth matte finish. This is intended for indoor banners, POP displays, artful decor, etc. Not scuff resistant or waterproof.

5. OUTDOOR BANNER

- ❖ (13oz) 13 mil thickness
- ❖ 5' x 150' max roll size *** Anything larger we can hem together
- ❖ Purpose: Specifically intended for outdoor use, can also be used indoors. Waterproof & durable. This material is typically used for billboards, building wraps, banners, event flags, trade show signage, parades, etc.

6. POSTERS

- ❖ 8 mil thickness (photo gloss)
- ❖ 5' x 150' max roll size
- ❖ Purpose: Photo Quality Glossy material. Somewhat delicate, not scuff resistant or waterproof.

GENERAL GUIDELINES

1. What is the difference between raster and vector?

- ❖ Raster based artwork such as photos, or flattened artwork (from Adobe Photoshop) are made up of tiny squares (pixels) and depending on your resolution and/or final output size desired, the file could have a low quality end result. Any raster elements you wish to use should have a high enough resolution (DPI) before considering them for your large format product.
- ❖ Vector based artwork such as illustrations or clip-art style elements (from Adobe Illustrator) is made with mathematical calculations, and can be scaled up to any size without losing quality. Keep in mind that any effects used in Adobe Illustrator are raster based and have transparency - this greatly adds to file size and you must have correct settings in your "Document Raster Effects Settings" to ensure best output for these effects. If you're doing a photo-quality print on a 36" x 48" poster, and leave the raster effects settings at default 72 DPI - you may see tiny squares in your drop shadows, as opposed to a smooth shadow.

2. Which program do you recommend for best quality output of my order?

- ❖ While it is not mandatory, we prefer Adobe formats (such as PDF). The next best option is JPEG. If you're using a program outside of Adobe, it will have to be exported from whichever program is being used as one of the following file types - PDF, EPS, JPG, or TIF - prior to uploading.

3. Do you print using any Spot or Pantone colors at Supreme Graphics?

- ❖ We only print 4 color process (CMYK). If you use Spot or Pantone colors, please have them converted to process colors prior to uploading your file.

4. What size are your Grommets? How far apart do you typically place them?

- ❖ We use #2 grommets, they are 3/8" and brass in color. Grommets are placed in all 4 corners, and from there they will be placed every 24" as necessary.

5. Do you offer double-hemming on any of your outdoor products?

- ❖ Yes, we can provide a double hem for reinforcement if requested.

6. I have a small file that I need to have recreated in vector format for a large print - what do you recommend?

- ❖ We have a software program that we can use to enlarge low-res images to billboard size.

7. How do I store my banner for later use? Is there any maintenance or cleaning required?

- ❖ When you are done displaying your banner - in order to maximize your future usage, you must keep it clean, dry, and in a dry cool place while it is not in use. Your outdoor vinyl banner will probably get pretty dirty from all the elements during it's time being displayed. The best method of cleaning your outdoor vinyl banner is to lay it flat (if possible) on a clean area, table or floor. It is recommended that you use a mild dishwashing liquid and luke warm water to rinse. Do not use any harsh abrasive or petroleum type cleaners. Clean and dry each side before storing. You must ensure it is completely dry prior to roll up and storage. Any wetness left on the banner will cause mildew and may ruin some of your banner over time.
- ❖ Once your banner is completely dry - roll it up with the image outward - to avoid any cracking of the printed side. Do not roll your banner super tight or super loose - this will allow for some breathing room while it is stored. Place your banner back in box and store it flat, not vertical. If it is standing up vertically, it may wilt and warp causing wrinkles over time.

8. Do you provide H-Stakes for my yard signs?

- ❖ Yes, it is included in the price quoted to you.

9. Do you colormatch?

- ❖ Yes and No. We will do our best to match a color you provide us but it is not guaranteed on large format printing.

10. How should I care for and store my 30mil Car Magnets?

- ❖ Magnet are not always shipped flat, so it is highly recommended to lay them flat on the hood or roof of your car in the sun for a couple of hours before use. This will help evaporate any moisture build-up that accrued during shipment, if any, and it will help your magnets maintain a flat profile. You may want to keep them in a flat box or on a flat surface at all times and only handle them when cleaning and installing, to help maintain their flatness. We recommend you keep your magnets clean on both sides, as

well as the placement area on your car door or area of your choosing must also be clean and free of oils, dust, dirt, and other build-up. It's a good idea to take your magnets inside your home or garage away from the elements and lay them flat in a cool dry place, while not in use. You can clean your magnets with a soft moist cotton cloth with water, no abrasive cleaners. It's recommended that you do not stand them up on their side, as they may wilt and might not lay completely flat on the surface of your car door after wilting. These suggestions are to help the longevity of your magnets.

11. What is the best way to install my order?

- ❖ A Supreme Graphics representative will help you with your installation. We have supplier catalogs full of useful floor, ground, wall, and ceiling mounting equipment. Supreme Graphics will not be held responsible for damages resulting from improper installation or use.

FILE SETUP

1. What file types does Supreme Graphics accept?

- ❖ PDF (highly recommended), JPG, TIF; PC or MAC

2. What resolution or size should I create my artwork to ensure the best output?

- ❖ This depends on what the final output size will be, and its viewing distance. Please reference our Scale & Resolution Example Chart below:

SCALE & RESOLUTION EXAMPLE CHART			
* FINAL SIZE	ARTBOARD SIZE	SCALE	RESOLUTION/DPI
18" x 24"	18" x 24"	1/1	300 DPI
24" x 36"	24" x 36"	1/1	200 DPI
36" x 48"	36" x 48"	1/1	150 DPI
3' x 6'	3' x 6'	1/1	100 DPI
4' x 8'	12" x 24"	1/4	900 DPI A.O.R. - 75
8' x 20'	8" x 20"	1/12	900 DPI A.O.R. - 75
14' x 48'	7" x 24"	1/24	600/900 DPI A.O.R. - 50 to 75

* This chart gives some examples on how to set-up your file for size and resolution.
A.O.R. - Actual Output Resolution

3. How large do I need to make lettering to be visible from a distance?

- ❖ Please reference our Letter Visibility Chart below:

LETTER VISIBILITY CHART		
LETTER HEIGHT	MAX IMPACT DISTANCE	MAX READABLE DISTANCE
3 inch	30 feet	100 feet
4 inch	40 feet	150 feet
6 inch	60 feet	200 feet
8 inch	80 feet	350 feet
9 inch	90 feet	400 feet
10 inch	100 feet	450 feet
12 inch	120 feet	525 feet
15 inch	150 feet	630 feet

This is based on dark text on a plain white background in clear weather conditions. There is an approximate 10% variance when using various color combinations.

LETTER VISIBILITY CHART		
LETTER HEIGHT	MAX IMPACT DISTANCE	MAX READABLE DISTANCE
18 inch	180 feet	750 feet
24 inch	240 feet	1000 feet
30 inch	300 feet	1250 feet
36 inch	360 feet	1500 feet
42 inch	420 feet	1750 feet
48 inch	480 feet	2000 feet
54 inch	540 feet	2250 feet
60 inch	600 feet	2500 feet

This is based on dark text on a plain white background in clear weather conditions. There is an approximate 10% variance when using various color combinations.

4. When should I scale down my artwork?

- ❖ It is not always necessary to scale your artwork down but here are a few good things to know.
- ❖ Vector Art
 - ✓ Will your file be over 200"? If yes you will want to scale it down by half. While Illustrator has a maximum document size nearly 228". Acrobat and others will only read up to 200" resulting in lost artwork. So while the artwork looks ok in Illustrator, it will not print correctly.
- ❖ Raster Art
 - ✓ Will your file be over 30,000 pixels? If yes you will need to reduce the resolution of the file to reduce the overall file size to 30,000 or less. This will maintain the correct file size and aspect ratio. Don't be worried about losing quality. A 30,000 pixel document at 150dpi is nearly 16' and would not be viewed close up anyway.

5. Should I include any fonts with my files?

- ❖ No, please ensure all fonts are outlined prior to file upload. If using Photoshop, please provide the flattened file only.

6. Should I include crop marks on my artwork so Supreme Graphics knows where to cut?

- ❖ Please do not include crop marks, color bars, registration marks or any other indicators that you do not want printed on the final piece.

7. I love borders on my banners and yard signs, but will that be a problem?

- ❖ Yes. Borders are an issue because all substrates will vary from batch to batch making exact cuts very difficult. We recommend that you do not design your file with a border. If you do Supreme Graphics will not reprint an order with borders of varying widths. If you absolutely must have a border make it at least 2 inches in thickness, however Supreme Graphics still does not recommend borders.

8. What is rich black and how can I get it?

- ❖ Rich black is an ink mixture of solid black, 100% K, with additional CMY ink values. This results in a darker tone than black ink alone. If you print black alone as 100% K, the resulting black may not be as dark as you might like.
- ❖ We recommend using (C 60 M 40 Y 40 K 100). This will give you a deep, dark, rich black.

9. How do I get a grayscale image in a CMYK document?

- ❖ Grayscale images that are converted to CMYK will have a color shift in the final print. That shift may be green or yellow.
- ❖ Always check the CMYK values of your grayscale in the final CMYK document. If there are other values other than K in your grayscale image, there is a chance that the color will vary.
- ❖ To eliminate all values other than K, use your Channel Mixer (adjustment layer) in Photoshop, then click "Monochrome" and adjust accordingly.

10. Do I need bleed for my files?

- ❖ 8mil - no bleed, no crops - make your artwork exactly the size you are ordering.
- ❖ 10mil - no bleed, no crops - make your artwork exactly the size you are ordering.
- ❖ Coroplast - ensure you have .5" on all sides of your artwork, do not add crops.
- ❖ Foamboard - ensure you have .5" on all sides of your artwork, do not add crops.
- ❖ 13oz Vinyl - no bleed, no crops - make your artwork exactly the size you are ordering. We suggest you keep any important text / artwork 2 inches inward from the edge of your artwork as to avoid any elements being cut off / hemmed over.
- ❖ Magnets - ensure you have .5" on all sides of your artwork, do not add crops.

11. What color mode should my files be?

- ❖ If you send us an RGB file, there is a chance that a color shift may occur and you may not be satisfied with your job. You should always start and finish your designs in CMYK color mode.

12. My file contains a transparency, will it print OK?

- ❖ No. Even the smallest transparency issue will cause problems with a printed file. It is always best to flatten any file you send to Supreme Graphics. Outline fonts and ensure that your file is in CMYK mode for best results. Supreme Graphics considers flattening transparency part of basic file setup and will not check for this issue. If you are uncertain how to flatten transparencies in your file or if you would like us to explain how to check for transparency problems please contact Supreme Graphics prior to submitting an order.