

Art Technical Bulletin

FILE FORMATS AND GUIDELINES

superGraphics

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**SuperGraphics
accepts art in
these formats:**

Image Files: .jpg .eps .pdf .tif .raw .png .gif .bmp

Layouts: Adobe Creative Cloud: PhotoShop (.psd, .psb), Illustrator (.ai, .eps), Indesign (.indd), and Acrobat (.pdf).

General File Preparation Guidelines:

- Build art in **1:1 full scale** when possible or **1:10th scale** for very large graphics.
- Ensure your files include **0.25"- 1.5" inches of perimeter bleed** (i.e. additional art extending beyond the finished print size). The larger the final graphic, the more bleed may be required. A large wall mural, for example, will need 1-1.5" bleed.
- Files should be supplied in **CMYK**, including both the links and the layout program.
- Please indicate any specific **Pantone** (PMS) colors needed for color matching.
- All **Logos** should be supplied as vector outlines (*see Figure A below*) or at highest available resolution (raster)
- Convert all text to **outlines** (*curves or paths*) where possible or **include copies of all fonts** used in the artwork.
- All **Images** used in the graphic layout should be linked (not embedded) and provided in an "Assets" folder. InDesign and Illustrator will do this via the "Package" option.
- **Avoid image adjustments** in a layout program. In-program image effects often print differently than they appear on screen.
- All black should be built as **Rich Black** (C:30, M:20, Y:20, K:100) to ensure **deep, solid, rich reproduction**. Single color (*grayscale*) blacks will not have the same density that Rich Black will provide.
- **Avoid** the use of "Registration" black, "Paper" white and Overprint transparency fills. These are offset printing options that do not reproduce well in digital printing environments.

Resolution Suggestions:

- Please note, the quality of the original photo is as important as ppi. *Please see Figure B (below)*
- The recommended image resolution is dependent mostly on **viewing distance**. Higher image resolutions are better for close viewing distances. Here are some **suggested minimum image resolutions** in Pixels Per Inch (ppi) at **final size**:

Close Up	200-300 ppi	(POP displays, hand held prints, etc.)
Arm's Length	150 ppi	(3 to 10 feet distance. Directional / instructional signage, Ad posters, etc.)
Mid-Range	100 ppi	(10 to 25 feet distance. Banners, construction hoarding, passenger vehicle wraps, etc.)
Far Away	50 ppi	(25 feet away or more. Billboards, building wraps, bus / trailer wraps, etc.)

For artwork created to scale, remember that the **resolutions suggested here are at final size**. For instance, if your artwork is created at 1:10 scale, you must multiply the suggested resolution by 10 so it is correct when enlarged.

Fig. A Vector vs. Raster logos
*Vector art can be resized
without loss of print quality*

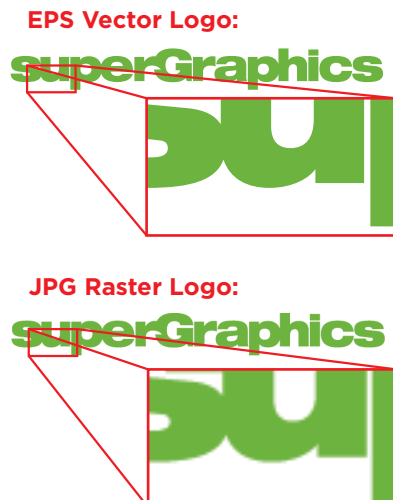
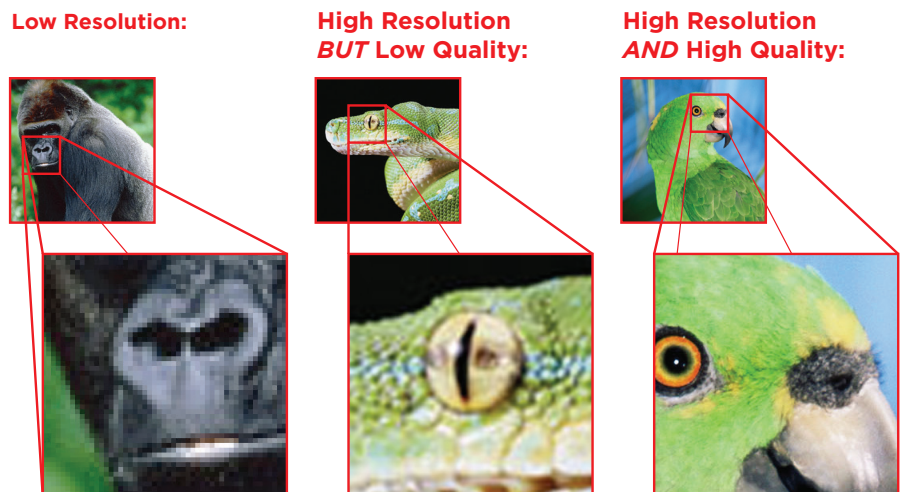


Fig. B Raster Image Quality Distinctions

- Art sampled from the Internet is often low resolution and not for print
- Some large files with appropriate resolution (ppi) are not crisp images
- SuperGraphics will inform you if art does not meet recommended quality



If you have any further questions, your Account Manager will be happy to assist!