Shadow Graphics

File Submission Guidelines

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Thank you for choosing Shadow Graphics for your graphic design, printing, and installation needs. We strive to get your artwork completed quickly at the highest quality standards the industry offers. The information below will help you prepare your design for the quickest production possible. If you have any questions, please feel free to call or email us.

Design Software: Please choose program(s) that are intended for single page design, such as Adobe Illustrator or Adobe Photoshop. Multi-page layout programs, such as Quark, or Adobe InDesign, are inappropriate. Additional fees (by the hour) will be incurred for conversion.

Resolution: The minimum input resolution for our printers is 100 DPI / PPI at 100% scale. Keep in mind that if you are working at 1/4 scale, you will need to increase the resolution of your linked files to 400 DPI/PPI.

Linked Files: Be sure to link your image files - do not embed them. Embedded low resolution FPOs (For Proof Only) are ok, please include linked images in seperate folder when uploading.

File Formats: All files need to be created in a CMYK mode for print. RGB is accepted but not suggested. Linked files should be saved as .tif, .psb, or high resolution .jpg. If you antisipate changes to your art, please send original design as an editable .psd, .psb, .ai, or .eps. Or save out of Illustrator as a .PDF with Illustrator editing turned on.

Templates: If you used a template in your design, please include notes on scale of all art.

Bleed: Provide 1" bleed on all sides, 3" bleed minimum on all sides for vehicle wraps. Please include notes stating what bleeds are provided.

Fonts: Outline all fonts. If changes are anticipated, please include an AI. that hasn't been outlined with all fonts, and include fonts used in separate folder when uploading.

Colors: If specific colors need to be matched, be sure to provide the pantone "C" call-outs. Pantone CV, CVC, or CVU are computer video color references and are not accurate for print. Pantones with transparency will be treated as spot colors. Unrecognized color references or spot-colors will be converted to CMYK, and are subject to the interpretation of our RIP. Most Pantones are reproducible, but extremely vibrant or florescent colors may be out of the printer's gamut.

Final artwork prepared for print: Final artwork should be sent via email if below 9 MB. If larger, use the Shadow Graphics FTP located on our website at shadowgraphics. Once upload is complete please notify Shadow Graphics by emailing us at Info@ShadowGraphics.net.