

*Seamless*

**DESIGN**

**GUIDELINES**



## TEMPLATES AND SITE INSPECTION

When we do a complete signage installation we require that our installers perform a site inspection of your location. The installers will measure your location, take digital pictures, and make note of any objects that could hinder readability of graphics. Our installers will also make note of location damage where graphics may not stick. We use the measurements and notes to adjust basic templates we have on file to create an accurate rendering of your location. We then provide you a template to use for the design process. There is a fee for this service, however, we believe site inspections are key to the success of your project.

## DESIGNING FOR A LOCATION

When creating a layout for a location it is best to design it in an illustration package such as Illustrator. Creating a design for a signage installation is very different from creating a design for a flat poster. You are taking a 2-dimensional design and at times applying to a 3-dimensional object. We advise that you do not place any critical elements (text, logos, critical imagery) within 5" of the top, bottom, front or back of the location or of door handles, dips, and other objects that are noted on the template. When text placement is critical, we will often suggest text be done using cut vinyl, to ensure proper placement. Be sure you adjust your bleed accordingly to the scale you are creating your file in.

When you create your design, do so on a separate layer than the layer the template is on. This aids us in the actual production of your location graphics. We prefer to have the entire layout in layers, that way if something needs to be adjusted we have the ability to do so. When setting up your file be certain your file is to proper scale of the location.

### Fonts and Links

Be sure you supply all links and fonts with your layout. We prefer that you convert text to outlines to ensure proper output.

### File Specifics for Photographic Images and Placed Images

Be sure to include all placed images that are associated with your job, even if they are embedded.

### Bitmap/Raster Images

We prefer all Bitmap or Raster images to be saved as RGB or CMYK Tiffs without LZW Compression with no embedded profiles attached to them.

### PMS Matching in Photoshop

PMS colors selected in Photoshop are difficult to achieve. They can sometimes be edited to reproduce correctly on our output devices. Please speak with your Sales Support Representative if this is a requirement for your job.

### File Specifics for Vector Images, Vector Files

Our preference is to have all vector images saved as Illustrator AI or EPS files.

### PMS Matching Vector Files

Colors should be specified as PMS Coated Colors within print files. This is so that we have an understanding of the color you are trying to match. Our color management system is PMS based and will output more accurately if you set your files up in this manner.

### Filters and Special Effects

Various filters, drop shadow and transparency effects offered in the most current versions of Illustrator, Freehand and InDesign do not always reproduce correctly, so be sure to notify your Sales Support Representative if you have used any of these techniques.

## RESOLUTION, SCANNING & IMAGE SPECIFICS

### What Image Resolution is needed?

When we talk about resolution, it is always in relation to the final size of your print. Resolution for scans and other images is dependent upon what type of print you are ordering and what the viewing distance will be for the final product. For locations, we recommend 100 DPI at final size. Since a location is usually viewed at a distance and moving, lower resolutions are sometimes acceptable.

### How should I save my scans?

Scans can be done in RGB or CMYK, although RGB has a larger color gamut. Our color management system will convert the files to the correct color mode based your output device.

### Can I set my files up at 1/2 size?

Layouts in programs such as Quark that do not allow you to make an image larger than 48" can be created at 1/2 or 1/4 size. We will enlarge them at the printing stage. Keep in mind that the resolution guidelines above must be followed when enlarging your file. For example, if you create your scan at 200 DPI and your layout is designed at 1/4 scale, the enlarged scan will only be 50 DPI at final print size.

## SUBMITTING FILES

Uploading files via the WeTransfer link on the Seamless Wraps website is the preferred method of submission.

## PROOFS

### What should I expect from my Proofs?

Proofs are highly recommended for every order. Proofs are printed on the same device and material as your final project. For locations we recommend doing both types of proofs listed below.

#### Full Magnification Strip proof

This is a 24"x24" section of your file at it's final size. This will show you exactly what the final will look like at full size.

#### Full image reduced size proof

This is your entire file printed at 1/4 or 1/2 size. It will show you your entire file, but will be a lot smaller than your final. Be aware that because the proof is a lot smaller the pixels are condensed making colors and resolution appear richer than the final print may look. The low cost of a proof will easily pay for itself if content or color problems are discovered.

*Please note: There is an option to process your job without a proof. This option is for those who require their jobs as fast as possible and are willing to accept all liability for their job – EVEN IF THERE IS AN ERROR IN PROCESSING. Jobs with this proofing method will not wait for client approval and will move directly to print. Although this is the fastest method, we do not recommend it.*