Skyline® Suncoast
exhibits · graphics · services

Art Setup Guidelines
(economy line)

Questions? Contact Tahirih Doniger {Ta•har•ra} | Art Director | tdoniger@skylinesuncoast.com | 813.287.0002 ext.108

Software Accepted
Adobe Illustrator CC and Adobe Photoshop (Send Native Production files and support images)
Note: If you use a different program, save or export an EPS or JPEG file to submit. Include a low res screenshot of the artwork to compare against once we open the file. Artwork submitted in programs other than AI or Photoshop will print as is. PDF is acceptable, but does not always open in PSD properly

File Setup
Open the template provided in AI and create the artwork on a separate layer. If working in PSD, copy template to Photoshop and create artwork on a separate layer.
Set up all files at 100% full print size. Use 50%, 25% or 10% size if needed.

Resolution of Image
125 DPI at final print size
Note: Re-sampling up an image in Photoshop to a higher DPI will only soften the image, not add detail.
If purchasing a stock image, it is recommended to purchase the highest quality available

Color Mode
Document color mode CMYK

Color Matching
$10 / color - Use PMS (Pantone Matching System) Solid Coated numbers for critical matching.
• % of PMS colors will print as is.
• CMYK color mixes will print as is

Placing Raster Images
Place and Link into Illustrator, flatten and save images as Photoshop EPS's.
Set Preview setting to TIFF 8 bits/pixel and Encoding to JPEG (Maximum Quality). Make sure to Uncheck any of the check boxes in the Photoshop EPS save dialog window.
DO NOT embed images. Send ALL supporting images.

Fonts
Outline ALL fonts before submission.

Raster Only Art
If no vector art is used, raster only artwork can be sent in as a JPEG (max quality), TIFF (LZW compression) or .EPS (Encoding JPEG maximum quality)

Art Restrictions
• Colors produced using different output processes or fabric types will not match exactly.
• All custom profile cuts, including rounded corners, must include a vector based template for computerized cutting. Vector art that has been "auto-generated" around raster artwork using vector path creation tools are not acceptable since they always come out jaggy.
• If designing for printing on dye-sub fabric, do not design with borders around the edge, as they may become uneven due to the stretching of the fabric during production. If you must, thicker borders are more forgiving, than thinner borders. We cannot guarantee the even thickness of borders on fabric if you use them.

Artwork Upload
FTP Upload located at www.suncoastdisplays.com *(top menu, right side, EMP / FTP Login)*
After selecting FTP Login, where it says "friends email", type in:
graphics@skylinesuncoast.com this ensures the artwork is sent to the graphics department.
Please email low res .PDF proof of each file to your sales executive and graphics dept.
Include all PMS colors used as well as the file name uploaded.