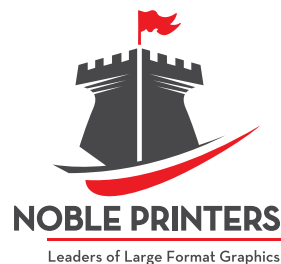


Graphic Guidelines



RASTER GRAPHICS

FILES SHOULD NEVER BE BETWEEN 60 - 150 PIXELS PER INCH (PPI or DPI) AT LIFE SIZE (1:1 SCALE)

ALL GRAPHICS SHOULD BE IN CMYK COLORSPACE

72-100 PIXELS PER INCH (DPI) AT LIFE SIZE (100%)

Use this resolution when building files for:

- Vehicle and Environmental Graphics
- Grand Format Signage (ie: Stadiums, Billboards, Transit etc.)
- Banners and signs (ie: Golf Tournaments, Parties, Fund raisers Etc.)

125 PIXELS PER INCH (DPI) OR HIGHER AT LIFE SIZE (100%)

Use this resolution when building files for:

- Point of Purchase Displays
- Eye Level Signage (ie: Backlits, Movie Posters, Fine Art, Photography, Food Menus, Small Signs with Fine Text Etc.)

VECTOR GRAPHICS

CREATE OUTLINES ON ALL FONTS

SAVE FILES AS .PDF (ADOBE ILLUSTRATOR) OR .EPS (ENCAPSULATED POST SCRIPT)

FILES SHOULD NOT CONTAIN ANY RASTERIZED IMAGES

If your graphics contain Raster & Vector elements we request that you rasterize all the elements and submit then in your preferred rasterized format (See Below)

ACCEPTED FILE TYPES

RASTERIZED GRAPHICS - Must be built in CMYK and submitted in a .TIFF (with LZW compression) or .PSD filetypes .

RASTERIZED FILE SIZE - Most files when saved with LZW should not exceed 1 GB. Please consult with our design team if your file exceeds this limit

VECTOR GRAPHICS - Must be in CMYK and saved as .PDF, .AI (Adobe Illustrator) or .EPS (Encapsulated Post Script) format and convert all fonts to outlines.

InDESIGN FILES - We will accept InDesign files but prefer .EPS or .TIFF's. Please contact Customer Service for approval. If you are given approval, then please include all images, fonts and a PDF content proof for reference.

WE DO NOT ACCEPT: Graphics in MS Publisher, MS Word, MS Excel, Corel Draw, Quark, or any other types not compatible with Adobe products.

CONTENT & MATCHPRINT PROOFS

CONTENT PROOFS

All graphic files submitted must include a low-resolution PDF or JPEG content proof of the artwork.
(This is extremely helpful for sales and design)

MATCHPRINT PROOFS

For all color critical projects Capital will provide a MatchPrint proof prior to final production. We will use this as a target for color when printing.

COLORSPACE

CMYK: (Cyan-Magenta-Yellow-Black) All files must be CMYK

SOLID BLACK: To ensure a solid deep black please use a CMYK build of: C=80 M=80 Y=80 K=100

PMS (PANTONE MATCHING SYSTEM) COLORS: If your graphics have PMS colors and are color critical please call them out on the content proofs and request a matchprint.

SUBMITTING FILES TO NOBLE PRINTERS

BURN FILES TO CD OR DVD - Mail to Noble Printers, 5812 Triangle Drive Suite B, Raleigh, NC 27617

HIGHTAIL UPLOAD - <https://www.hightail.com/u/nobleupload>

WE ARE HAPPY TO HELP SO IF YOU HAVE QUESTIONS PLEASE ASK . . .

5812 Triangle Drive, Raleigh, NC 27617 | O: 1.844.PRINTLG | F: 703.842.8010 | www.nobleprinters.com