

Merritt Graphics Large Format Graphic Output Guidelines:

At Merritt Graphics, we understand the challenges encountered when creating and reproducing digital graphics. Most times, what works for desktop publishing and ad print does not necessarily work when used to produce large format digital graphics. Therefore, we have compiled, what we believe to be, a concise and informative document containing vital information needed to avoid pitfalls often encountered when preparing your graphic for large format output.

Taking the time to organize job information before sending it to us is an important step in the success of the production process. Doing so will give you the chance to double check that all your artwork and instructions have been included and are compatible with the platforms and applications that Merritt Graphics currently supports. We encourage you to ask questions about our processes, how they work and how best your art can be supplied to us, before we start your project.

All art submissions must include copy, logos, look-and-feel art and finalized proofs (if applicable). Include color specifications in the Pantone color-matching format if exact colors are to be matched. If Pantone colors are not or cannot be specified, a color match print must be supplied with your layout. Please indicate whether final output colors are to match the print supplied or PMS match in the original digital file. CYMK indicators, due to their inconsistency on differing output devices, cannot be accepted. If a specific "look" or theme is required for your signage, a hard copy proof and digital file must accompany your order.

If specific color match instructions are not supplied by the client, account exec or art production house, the graphic will be produced without any alteration of the digital file or scanned art, depending on which is supplied. Merritt Graphics is not responsible for color matching that was not specified by either Pantone specification or hard copy color match.

If digital files are unattainable, we would be more than willing to work from camera-ready artwork. Such artwork must be large, clean, crisp, black and white stats or laser prints suitable for scanning. Business cards, letterheads and the like do not constitute camera ready artwork and will require a considerable amount of time and expense to edit for satisfactory output.

Platforms and Applications:

We currently support both IBM based "PC" files and Apple Macintosh native files.

APPLICATION: VERSION: PLATFORM

Adobe Illustrator	-----CS2-----	PC
Adobe Illustrator	-----CS2-----	Macintosh
Quark Express	-----6.1-----	Macintosh
Quark Express	-----6.1-----	PC
Adobe Acrobat	-----PRO-----	PC and Mac
Adobe Photoshop	-----CS2-----	Macintosh
Adobe Photoshop	-----CS2-----	PC
Adobe InDesign	-----CS2-----	Macintosh

Important note to Quark Express Users:

Document setup for each separate graphic must be in proportion to final output. When utilizing any plug-in, outside of the basic application, it must be included with art for installation on our machines.

When collecting for output, all fonts must be included with artwork, including printer and screen fonts. If both files for each font are not included we will substitute what we consider to be the closest match from our library.

When collecting for output, all images must be included with artwork, with correct embedding names. If high res art is not included, the thumbnail image resident in the file will be used with unreliable visual results.

Important note on using bitmapped images and logos:

In the graphic art industry there are two types of artwork that can be used within a file, "vector art" and "raster images". Usually, however, files can and will contain both types of art. Keep in mind that large format output usually requires substantial enlargement of the graphic elements within a file. For this reason we recommend using vector art whenever possible. This type of artwork is made up of defined shapes, lines and colors that can be scaled with no distortion to the artwork.

Bitmapped images and artwork are comprised of colored pixels. In all cases, whether noticeable or not, bitmapped images will degrade as they are enlarged.

To avoid this, all images and bitmaps must be submitted or imbedded at final production size at a minimum of 100 dpi, or at the recommended 300 dpi. If this guideline is not followed, the final product will appear jagged or "stepped", cloudy and often in the case of bitmapped text, undecipherable. Please keep this in mind when considering using an image file that was used as a website graphic, which are typically only thumbnail files at 17-25 dpi.

Media

We currently support the following media transfer technology for Mac or PC. However, please note that when you provide us with your media, please indicate exactly which files are to be used. Comp time will be assessed if we are to find a specific file needed for your project which is among many others not needed on your supplied media. When using multiple applications to construct your graphic, please indicate which is the primary file to be used as final for output, as opposed to the supporting files for the same graphic.

- 3.5" floppy disk (high or low density)
- Zip Disk (100 or 250MB)
- CD-Rom
- DVD
- E-mail
- FTP Transfer (contact us for details)