KR▲MER

Art Preparation Guidelines for Point-of-Purchase Graphics

Indoor, POP, and Direct-to-Substrate applications

For art intended to be viewed from 10' or less, we recommend a minimum of 200 ppi at final size, or 2,400 ppi at 1" = 1' scale.

For art intended to be viewed from more than 10' we recommend a minimum of 150 ppi at final size, or 1,800 ppi at 1" = 1' scale.

Color Space and Profiling for all types of work

For the best results, artwork should be setup CMYK using the *"U.S. Web Coated Swop v2"* color profile.

For the richest black, define as 50/50/50/100.

Provide color proofs if critical color match is required. If PMS colors are used within a 4 color process file, indicate each PMS color used. ***Note:*** not all PMS colors can be matched perfectly using 4 color process.

Popular programs supported

Illustrator CC, Photoshop CC, Indesign CC

If your software is not listed above, export your file as a TIFF, JPG, or PDF with all fonts converted to paths and all links embedded.

General tips for preparing art

When possible, supply all working documents, links and necessary fonts. If this is not possible, output a print ready document with all fonts converted to paths and all links embedded.

Do not include unnecessary or undesired elements, such as placement lines or proof information which you do not intend to be printed on the final product.

Indicate if a file does or does not include bleed, and at what scale it was produced.

Upload methods

www.kramergraphics.com - follow the "Upload Art" link at the center of the top third of the home page.

ftp2.kramergraphics.com - call for a secure login name and password