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## Banner Design Guide

Banner Stands To Go is continually investing in cutting edge print technology to stay at the forefront of our business. We provide our customers with a complete and fully comprehensive spectrum of print services ranging from dye-sublimated fabrics, solvent banners, high-resolution inkjet, and direct to substrate UV printing. Combine our great print capabilities with our reliable and friendly customer service and you will find that BSTG provides our customers an elevated level of service, like no other in the industry.

Please see our art guidelines, print capabilities, ftp information, and templates below. Please feel free to contact us with any questions.

### Print Capabilities

**UV Digital Printing** - Durable Rigid Graphics & Popup Panels

1200 dpi, 4'x8' bed, Long lasting UV ink, Wide choice of substrates

**Grand Format Solvent** - Great for Banners

600 dpi, 126"width, Durable & vivid graphics

**Dye Sublimation** - Fabric Graphics & Banners

720 dpi, 102"width, Bright brilliant color

### Art Guidelines

#### Acceptable File Formats

Illustrator CS3 or below

Photoshop CS3 or below

Indesign CS3 or below (not preferred)

Quark 6.0 or below (not preferred)

Photoshop and Illustrator files are preferred, as they are more suitable applications for large format printing. Art time may be charged if files need to be fixed or altered to meet guidelines.

When sending files please be sure to include all support art (fonts, linked images, etc.)

#### Fonts Specifications

Fonts must be converted to outlines. If fonts are not created to outlines, please provide Macintosh or TrueType fonts. If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

#### Color

All files are printed as CMYK format. Please send files with a CMYK build. Please provide a PDF layout or hardcopy proof of the files being printed.

If Pantone colors need to be matched please specify on your order. All critical Pantone colors need to be called out in the file as Coated or Uncoated swatches.

Orders without indication of Pantone colors, supplied proofs or requested hard copy proofs are NOT guaranteed for color. We recommend ordering a printed proof for color at \$35 plus shipping if color matching is required.

**Banner Stands To Go    4706 Memphis St.    Dallas, TX 75207**

**877-541-9700    [www.BannerStandsToGo.com](http://www.BannerStandsToGo.com)**

### **Resolution**

All raster files (either print files or linked files) must be at 100-120 pixels per inch at 100%

### **Murals / Popup Displays**

Mural files must be built as one file. Please note that Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results with our system. Photoshop is preferred when using these special effects for murals. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

### **Bleeds**

All graphics produced require specific bleeds. Below is a general guideline for bleeds.

Mural Files - 1/2" bleed on all four sides

Dye Sublimation Files (Hopups & Truss Panels) – 2" bleed on all four sides. Please keep all logos, type, and critical information at least 2" in from each edge of the graphic

Ink-jet Opaque / Transparent Graphics - 1/2" bleed on all four sides

Banner Stands – each product has specific bleeds. See product templates for specific information. Templates are available on our graphics page or on each individual product page.

### **Sending Artwork**

Files are accepted by FTP site (up to 500MB), DVD and CD. Please see FTP instructions below. Please notify us if you need to send a DVD or CD so that we can provide you with a mailing address.

### **FTP Information**

Banner Stands To Go provides an FTP site to upload files quickly and at no cost. The site can be accessed through a web browser or an FTP software such as FETCH. Please read below for detailed instructions.

1. Please place all art files in a folder. Please name the folder by client name and order number.
2. Compress files using software such as WinZip or Stuffit. All compressed files must be under 500MB.
3. Access the FTP site by web browser or FTP software.

#### **Web Browser**

Address: <http://handbookart.com:8000/Login>

No user ID

No password

Choose the anonymous login button

#### **FTP Software**

Address: 65.106.59.234

No user ID

No password

4. When the transfer is complete, please send an email to [info@bannerstandstogo.com](mailto:info@bannerstandstogo.com) with the file name and any other critical graphic information related to the job.

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