AMERICAN VISUAL BRANDS
a Fest Corporation

Accepted File Formats
- In order of preference: PDF (press quality) TIF, AI, EPS, PSD, INDD

Linked Images and Fonts
- Please embed all linked images (including PDFs) and outline all fonts in illustrator/photoshop. OR
- Package any indesign files

Color
- Please work in CMYK and Pantone values whenever possible.
- Do not convert PMS colors to CMYK as our color management software recognizes PMS 'C' spot fills which greatly increases our ability to achieve your desired color (no other PMS colors are recognized – Uncoated, CVC, etc).
- Please keep in mind that not all PMS colors are achievable with process color printing.
- RGB submitted files may shift in color or lose vibrance.
- For color critical elements please request an actual material sample or a Catzper chart for Pantone Match, (additional fees will apply for color matching service).
- Do not submit any artwork with objects set to 'Overprint'. This may cause unexpected results which may not be visible on-screen.

Size and Bleed
- All files must be set up to the correct size @100% scale if the program allows, or to scale: i.e. 50%, 33%, 25%, etc. If setting up raster files @50% scale or less, please use 200 DPI.
- Bleeds must be included in submitted files when necessary. (Please check with your sales rep or project manager for correct bleeds per project. Generally banners require 1" of bleed, Contour Cut Pieces 1/4".

Image Resolution | DPI = Dots Per Inch
Recommended Resolutions:
- Wall Graphics/Window Graphics - no less than 100 DPI and no more than 300 DPI.
- Banners - no less than 100 DPI and no more than 300 DPI.
- Close View Applications - no less than 100 DPI and no more than 300 DPI.

Client Provided Proofs
Submitted files should include a low-resolution PDF or JPG content proof of the art whenever possible.

File Submission
The easiest way to submit files is to upload them through our Client Hub. You can also submit files via flash drive, or File transfer sites (Dropbox, yousendit, Etc.).