

Digital File Preparation & Submission

Measuring

Once the installation area for the digital print wall-covering is identified, provide us with exact measurements of the space, preferably on a drawing. We advise that mural dimensions be field verified as exactly as possible. Both the height and width are required. Any architectural feature or hardware element that needs to be accounted for should also be indicated in the layout (e.g., doors, windows, HVAC units, pilasters, etc.).

File Format

WG Customs Lab recommends submitting files prepared in one of the file formats listed below, saved at 100 dpi at 100% print size, to yield the best results. The preferred color setting is either Adobe RGB (1998) or Coated GRACoL 2006. Text, graphics, and illustrations must be provided in one of the following formats, and not as bitmapped art.

Adobe Illustrator (.ai or .eps)—place images and convert fonts to outlines

Adobe InDesign (.indd or .idml)—package fonts and images for output

Adobe Photoshop (.psd or .tif)—include layers, paths, and/or channels

Adobe Acrobat (.pdf)—include fonts or convert them to outlines, embed links, and follow bleed requirements listed below

Note: We do not accept files from Microsoft Word, Excel, Powerpoint, or Publisher.

Color Correction/Color Matching

WG Customs Lab provides color correction and color matching across an array of multiple printer platforms. The custom nature of much of our printing and finishing might require us to edit your native design files by opening them in Illustrator, InDesign and/or Photoshop. *These services may incur an additional cost.*

PMS Colors and Color Settings

- PMS colors should be included as Spot Colors, and the Pantone® Solid Coated swatch library is our standard (e.g.: Pantone 185 C). **Do not convert to process color.**
- Do not mix spot colors from different libraries (e.g., using PMS 185 C, PMS 185 U and PMS 185 CVC).
- All related documents should be created in the same color space, especially if they are intended to match each other. Files submitted in both CMYK and RGB will not match each other without additional file correction by our Prepress Department. *This service may incur additional charges.*
- Do not use any trapping or overprinting attributes
- The recommended Photoshop color mode for digital printing is CMYK. Since RGB Color is only appropriate for graphics that will be viewed on a screen, it is best to convert RGB files to CMYK.
- For optimal color accuracy, select Coated GRACoL 2006 for the CMYK Profile or Working Space.
- Pixel-based imports must also be saved as CMYK, in a TIFF or EPS format.
- Black and white images should be saved as Grayscale.
- If ICC Color profiles are used, they should be embedded with scans.

Fonts, Images, and Links

- All fonts must be included or converted to outlines.
- Include all supporting links for images instead of embedding them. Make sure Photoshop links are at least 100 dpi at the final size.
- Use the “Package” feature in InDesign to make sure that all links and fonts are included.

Bleeds

- Allow a bleed of 3.25" on each side and 2.25" top and bottom of an image, adding crop marks for positioning accuracy.
- Do not include tick marks for the live area in PDFs. Simply include bleed in the overall size.

(cont.)

Scale Factor

- Files under 200 inches final print size should be built at 100%. Files over 200 inches should be built at 1/2, 1/4, 1/10, or 1/20 scale.
- Be sure to indicate the scale factor used somewhere in the file.

Gradients

To avoid banding issues, build gradients in Photoshop when possible, so they are at least 100 dpi at final size.

Note: Gradients at angles and gradients with extreme color changes can be difficult to print with smooth transitions.

Resolution Tips

The resolution required to produce digital print wall-covering depends on many factors including file format, substrate choice, viewing distance, and overall size. An ideal size for digital printing is 100 dpi at the required final size. A file created at 50%–25% of the final mural size is acceptable, as long as it is 100% at 50 dpi, 50% at 100 dpi, or 25% at 200 dpi.

Bear in mind that resolution and file quality are different things. A file can be made any resolution by increasing the file size, but this only adds pixels and will just improve the image quality a small amount. To determine if an image has an acceptable resolution, set up the image in Photoshop at 100% and select "Print Size" from the View menu. Even better, view with "Rulers" and have the inches on the monitor match an actual inch.

Submit files to **dd@wolfgordon.com**. Please reference the Project Name, Wolf-Gordon sales representative, and all pertinent contact information.