



# Art Guidelines

Please follow these guidelines to ensure timely production at the highest quality.  
Delays and/or additional cost may be incurred if art is not print ready

## Preferred Art Formats

.PDF  
.EPS  
.AI  
.PSD

## Resolution Minimums

Fabric Graphics - 75 dpi

Adhesive Graphics, Backlit Films, Rigid Substrates - 150 dpi

Art files that are scaled down should have a higher resolution to account for the dpi at full size.

Ex: A fabric graphic built at 1/4 scale needs to be at least 300 dpi.  $300 \text{ dpi} / 4 = 75 \text{ dpi}$

## File Setup for Print

Convert files to CMYK mode

Convert all fonts to outlines. Rasterize type layers in Photoshop files

Include a 4% safe viewable area from all edges with a minimum of 2" on each side.

This allows finishing room for cutting and sewing through the production process.

Ex: For an SEG graphic at 144 x 72" h, the safe viewable would be 138.25 x 68" h

## Color Matching Options

Pantone color reference (ie, PMS code)

Client provided output. Please send outputs to the address below:

K&R Solutions Group

Attn: Audrey Peebles

1055 S 1100 W

Lehi, UT 84043

[Submit Art Files to the K&R Dropbox](#)