



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 .PSD
.EPS .AI

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

Calculate a Safety Area for critical art elements such as text and QR codes:

1. Subtract 1% from the total size
2. Subtract 1" per side

The safety 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 140.56 x 69.28"h

Color Matching Options

Pantone color reference (ie, PMS code)

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

K&R Solutions Group
24 W Main St
Ste 104
Lehi, UT 84043

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