



HOLLOWALLS

Digitally Printed Flooring Graphic Guidelines

1. Provide all files in one of the appropriate formats listed below, including all support files used.
2. Layout all files in the correct resolution, proportions or scale (usually ¼ scale) to the final floor size. Your page size must exactly match your final floor size or scale.
3. Convert all fonts to Outlines and remove any stray text that has not been converted. If using Photoshop Rasterize* all text and remove any text layers not raster.

Color Mode

CMYK, (Cyan, Magenta, Yellow, Black). Please set up all files for CMYK color mode. Illustrator files must have all colors used converted to CMYK.

All photographic support files used in Illustrator must be CMYK and prepared to the proper resolution and format for the project.

BLACK, (in Illustrator) All Blacks should be composed of 90c, 90m, 90y, 100k. This will produce a richer shade of black.

***ALWAYS SPECIFY PMS COLORS AS NEEDED.**

Order test proof as we will always best match color but cannot guarantee final output.

Resolution

All photographic (pixel) graphics **MUST** be designed to have 100 DPI of resolution at final finish size, and in CMYK Mode. Images **MUST** not be interpolated (sized up); this will greatly affect the resolution and quality of the final printed flooring. When pixel graphics are not built at final finish size 300 DPI

Example: A 10ft. x 10ft. print at 100 DPI = 284mb file

Formats Supported

AI (Adobe Illustrator native format) this is the Adobe Illustrator native format. This type of file is usually created in Adobe Illustrator 10 or greater. All fonts used must be converted to outlines. Please provide support files for any embedded graphics used in your design. Illustrator should be used when combining Text, Logos, Illustrations, and Photographic Images in your design.

EPS Outlines (Encapsulated Post Script) also known as Vector Files or Outline Files. This type of file is usually created in Adobe Illustrator 10 or greater. All fonts used must be converted to outlines. Please provide support files for any embedded graphics used in your design. Designs that use text and logos reproduce much better when produced from EPS Outline files.

PSD (Photoshop Layered Files) also known as Layered Files. This type of file is created in Adobe Photoshop 7.0 or greater, and has all layers intact. This can be helpful if the design ever needs to be edited or changed. All fonts used must be *rasterized (converted to pixels) in your design. Remove any text layers that have not been rasterized.

***Rasterize – Converts text layers into pixel images so font support files are not necessary.**

TIFF (Tagged Image File Format) This type of file is created in Adobe Photoshop 7.0 or greater. Typically a single layer (or Flattened) file. Photographic Images can be saved in this format.

EPS Photographic (Encapsulated Post Script) This type of file is created in Adobe Photoshop 7.0 or greater. Photographic Images can be saved as EPS files as well.

JPEG(compressed file) this format is not recommended for final production files.

***Due to the nature of the material and printing process, custom printed flooring may have registration issues and is not guaranteed to side-match perfectly**

***Overall size of custom printed floor may be short**

Sending Files

Files can be emailed to us directly.

If files are large, they can be sent using web programs such as DropBox, Hightail, etc.

Please advise your customer service representative when sending files for production. This will insure your files are expected and received on time.

Please provide a PDF proof of your layout