

## Presto : op Up 8STqU Display Wall Setup Information and File Tips

We've included some important information for correctly designing your file. Please feel free to contact us if you have any questions or need further information.

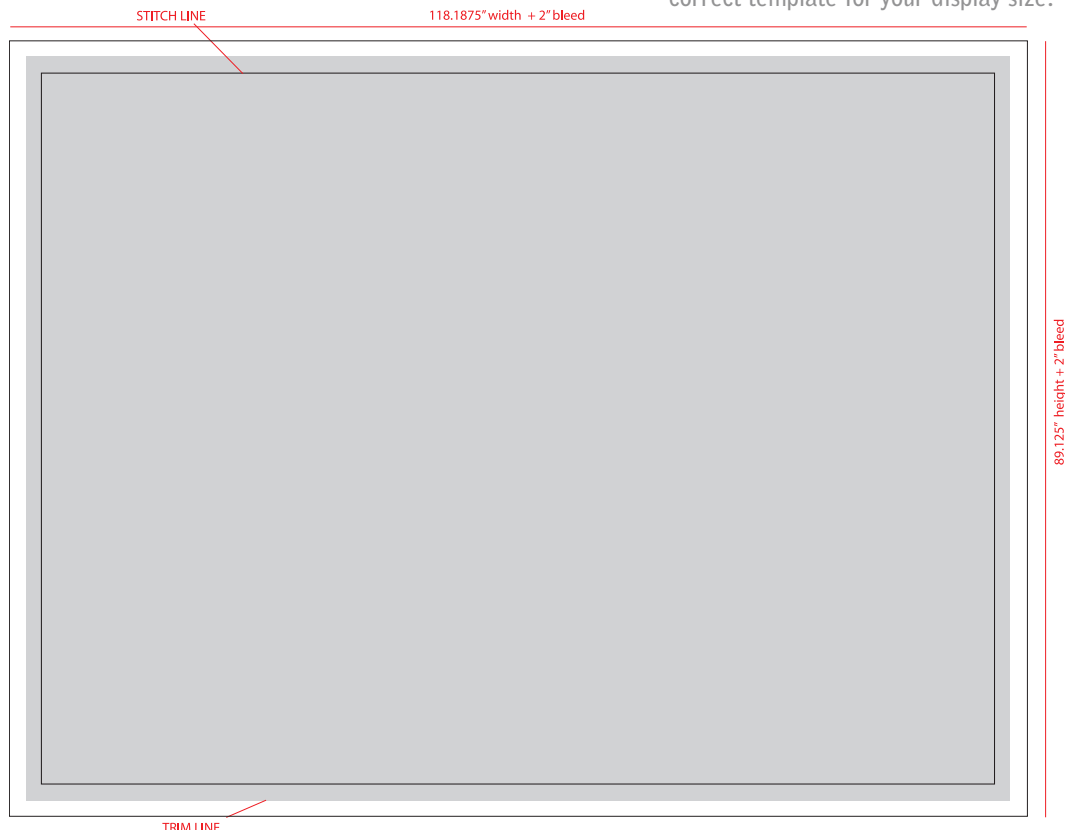
We offer custom templates for each size Presto stand to assist with your layout. A sample template is shown below. Please request a template for your size stand and we will email it to you. Templates are Adobe Illustrator .ai files.

### Tips on creating a file for a fabric display wall:

As shown on the template, extend the background image or color to the outer black line. 2" Velcro is sewn round the perimeter of the graphic from the outer edge of the gray area to the line marked "stitch line."

Remember that we will sew Velcro around the outer edges of the graphic, so avoid placing any text or graphics other than the background in this area.

This is a sample template. Request the correct template for your display size.



## SUPPORT FILES

### **Save your file as a press ready pdf for printing**

We suggest sending a press ready pdf to print your order. Be sure to include crop marks and the required bleed. This avoids the need to send fonts and support files. If sending a native file, please include all image and graphic files.

### **Never use images that you found on a web page.**

Web images may look great on the screen, but will not print like they appear. It is better to leave off a logo or photo altogether rather than paste one from a web page.

### **Never “up res” your image as this may cause undesired softness or blurring.**

If you are ordering a large format poster or banner, be sure to use a high resolution graphic that will not lose quality when enlarged. Opening a graphic into Photoshop and increasing the size or dpi will typically result in a poor quality image when printed. Better yet, use a vector graphic that is designed for printing at any size. Remember, if it looks bad when small, it will look worse when printed large.

## COLOR FORMAT

### **Convert all your graphics from RGB to CMYK**

Your images may print off color or with inaccurate color if you neglect to convert images. Since your monitor is RGB, RGB images look great on screen, but they will look washed out and off color when printed on a CMYK printer or plotter.

### **Solid or spot colors should be Pantone (PMS) coated**

The Pantone Matching System (PMS) is designed to provide us with a color that Some Pantone colors are outside of the CMYK color space and appear different when printed as process color. We suggest referring to a current Pantone color to review your color. Never rely on your screen image for color.

### **A note about color accuracy**

Our presses are calibrated to produce the most accurate color possible. Please do not use your own printer or monitor as a guide to color accuracy. Since we print using CMYK inks, spot colors may print differently than their PMS equivalent. If you are concerned about color accuracy, always allow enough time to request a proof before printing your order.

## HELPFUL INFORMATION

### **What is “Bleed”?**

Bleed refers to extending your background so white space does not show.

### **If the bottom 6 inches are used to attach my graphic to the stand, why do I need to include it?**

Sometimes the area will show and you don't want to take a chance on white extending into the viewable area of your display. It's better to add some bleed to be safe.

### **Why do I need to design my graphic narrower than the stand?**

Reducing your width slightly on each side will make it easier to roll the graphic up and down.

**Please contact us if you have any questions. Thank you for your order!**