

Design Guidelines



Acceptable Files for Printing



Graphic Service Price

You Design: \$0

R&T prefer that you submit your own custom artwork! No design fee or set up fee this way! Included at no charge we send an initial proof of your art. If you need to make modifications please note this, resubmit your art with the changes and we will provide an additional proof. Pantone matching is also free of charge and encouraged. [Reference UNCOATED pantone colors.](#)

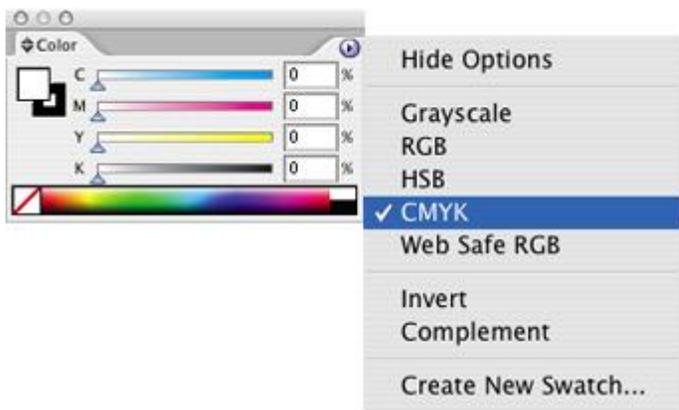
We Design: \$50 per design

Custom design includes initial layout and a proof, and two additional adjustments with proofs if necessary. If design is not approved after this process an additional \$50 per design fee will be incurred. Pantone matching is free of charge and encouraged.

Please Note:

Custom shaped/sized flags are non-returnable. Please be sure your lay out is correct and that you have added a 1" bleed to output size on all sides with a seam, and 1 1/2" to all side(s) with a header. It is your responsibility to determine accurate measurements. On all flags (this excludes swoopers & car flags) please specify GROMMETS or POLE POCKET, which orientation, and if the ends are open or closed, if nothing is specified you will get grommets.

Illustrator / Corel Draw Users



Color Mode

Your images (any graphics that are not vector) need to be 125 DPI at full size. Please use 25.25.25 (RGB) for rich black.

DO NOT USE SPOT COLORS. They will print black.

Your file has to be in CMYK mode. COLOR PALLET -> OPTION CMYK

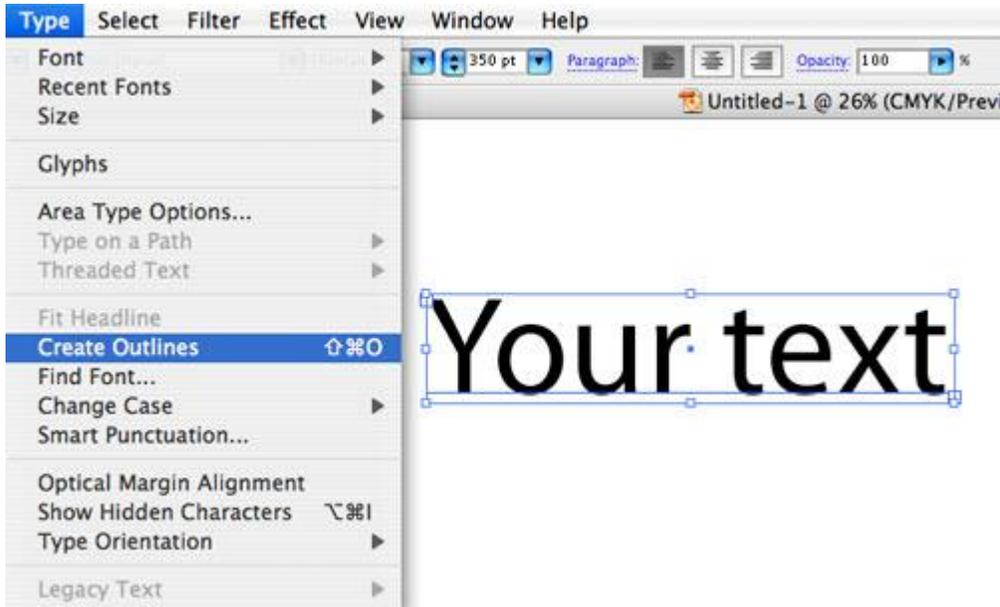
Artwork should be set up using the appropriate template.

[Templates are available for download by clicking here](#)

Fonts

Convert all your text outlined.

TYPE -> CREATE OUTLINE



*If your text is not created by outlined, font shift might occur.

Saving

When you are done with the design, save the file in EPS format.

If you have extra graphics outside of the finished size area, create a crop area with the exact size of finishing size before saving. Remove all clipping masks before saving. Remove all guidelines from template before submitting art.

If you need our graphic designers to modify your art work, send us your original file(s).
(Graphic modification - \$45 per hour. Please call for estimated time.)

You are almost done!

Before you email the file(s) to us, open the EPS file you just saved. Review all the graphics/text and make sure the dimension is right.

All art files should be sent to info@flagandsignusa.com. Please include your order number in the subject line.

REMOVE ALL GUIDELINES before submitting your artwork.

Photoshop /Raster Artwork Users

Image Resolution

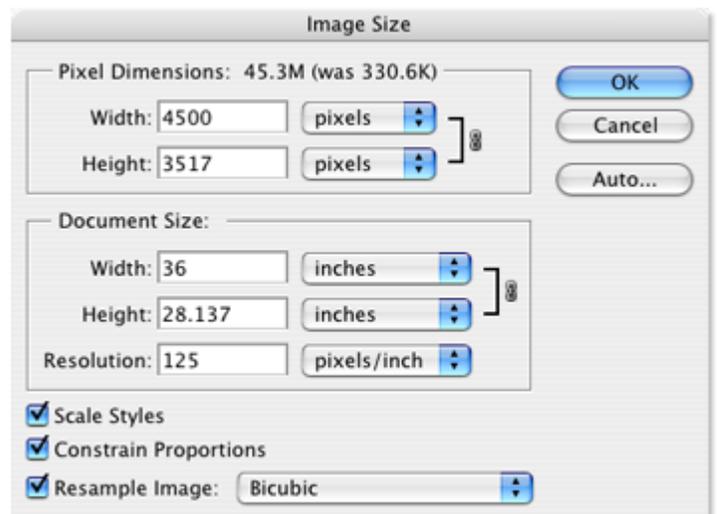
Photos and raster art need to be 125 DPI at full size

In Photoshop, you can go to IMAGE -> IMAGE SIZE to find out your file resolution.

Artwork should be set up using the appropriate template.

[Templates are available for download by clicking here](#)

REMOVE ALL GUIDELINES before submitting your artwork.



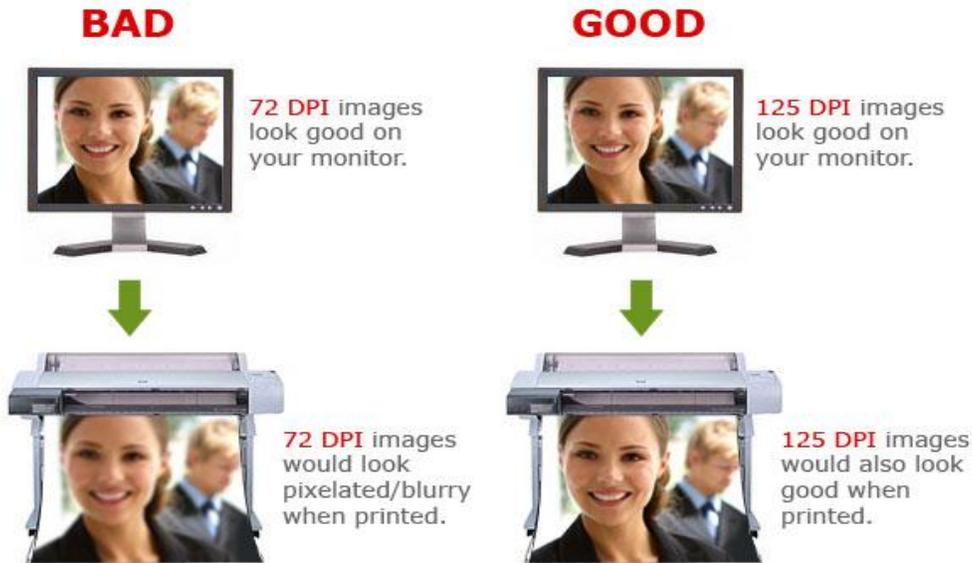
Determine Image Quality from Source

Low Quality:

Screen capture of video frame
Low resolution / low quality stock photography
Image lifted off a web-page

Good Quality:

High resolution / high quality stock photography
High resolution / high quality scanner



Why 125 DPI?

Since your banner will be a large format print, you don't need to prepare your file in 300 DPI which is usually used for smaller format print.

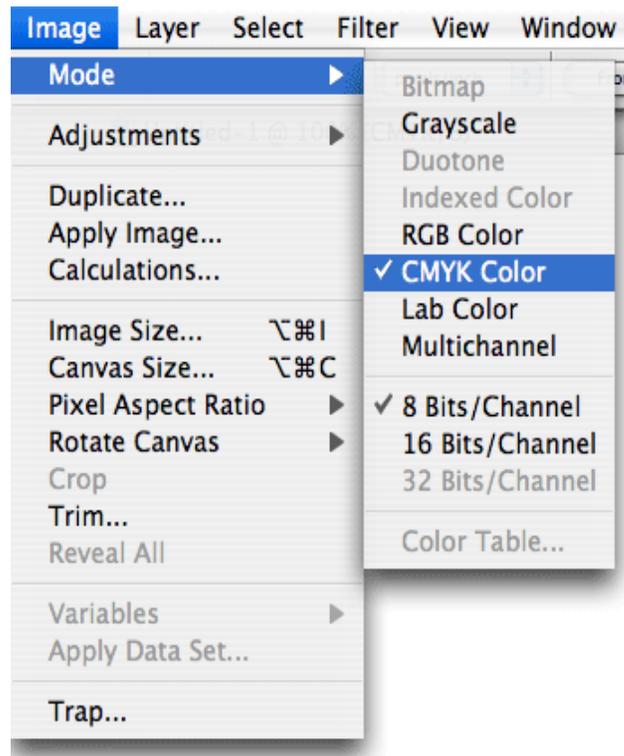
If you are uncertain of the quality of your images, please call us at **800.451.9779 ext 220** or email us at info@flagandsignusa.com

Color Mode

Your file has to be in CMYK mode.
IMAGE -> MODE -> CMYK
Please use 25.25.25 (RGB) for rich black.

DO NOT USE SPOT COLORS. They will print black.

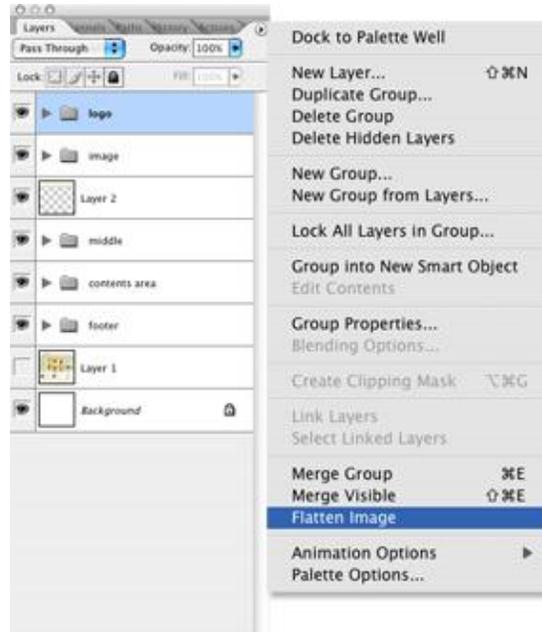
REMOVE ALL GUIDELINES before submitting your artwork.



Saving

When you are done with the design, flatten all the layers and then save as a TIF.

If you need our graphic designers to modify your art work, don't flatten layers but convert all text to shapes.
Graphic modification - \$45 per hour.
Please call for estimated time on your specific design.



LAYER -> TYPE -> CONVERT TO SHAPE

Why 125 DPI?

Since your banner will be a large format print, you don't need to prepare your file in 300 DPI which is usually used for smaller format print.

If you are uncertain of the quality of your images, please call us at **800.451.9779** or email us at info@flagandsignusa.com

You are almost done!

Before you email the file(s) to us, view your graphic in actual pixel view. VIEW -> ACTUAL PIXEL

Review the entire graphic carefully, especially your logo and photos if any, to make sure it looks good to you. Because what you see in the actual pixel view is very close to what you will get on your banner(s).

All art files should be sent to info@flagandsignusa.com

Please include your order number in the subject line.

PROOF & PRODUCTION POLICY:

R&T Enterprises takes pride in accuracy - Final examination for accuracy is your responsibility. Before giving approval, please examine all proofs carefully for the accuracy of information presented including: spelling, punctuation, numbers, graphics, colors, sizes and general layout.

Please note: Normal production time begins from the date we receive proof approval. We can't accept changes or approvals verbally. You must give electronic approval before any custom order goes to production.

Custom products are NOT returnable for less than a 50% restocking fee, and must be authorized before a return will be accepted.

We ask that you always inspect your merchandise upon receipt of it, also noting the outside packaging. Please do not return the defective/problematic product without authorization...R&T Enterprises will do all the paperwork and file the return on your behalf. Immediately call 1-800-451-9779 and we will guide you through the procedure, and, many times re-ship you a new item while the claim is in process. [RETURN PROCEDURE IS AVAILABLE ON THE SITE: CLICK HERE.](#)

