

Vector Files

Vector graphics are built out of math formulas that the computer translates into an image. Because they are formula based, their size is able to be adjusted endlessly without any loss of image or print quality.

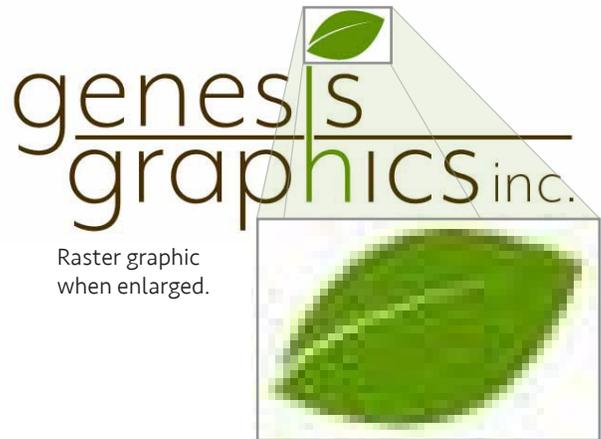


Vector graphic when enlarged.

Vector graphics are preferred as they offer a wider range of use and make it easier to prepare your art for print with the variety of machines and print processes we use. **The vector file types we accept are .ai, .indd, .eps, .svg, and vector pdf (a pdf made using vector software).**

Raster Files

Raster graphics are built out of colored squares (pixels). Each raster graphic contains a finite number of pixels, meaning that when enlarged the pixels may become visible and the graphic will appear fuzzy.



Raster graphic when enlarged.

Raster graphics are acceptable for some uses (signs, banners, and decals). These files should be submitted size to the desired print size and at 300 dpi. **The raster file types we accept are .psd, .jpeg, .png, .tiff and raster pdf (a pdf made using raster software).**

File Types

Preparing Files

Submitting Files

When submitting art files following the following guidelines will help ensure you art is printed as intended.

- Convert fonts to outlines or submit all font files that were used to create the art file
- Embed all photos and images into the art file or submit all linked photo and image files
- Include a "safe zone" of a minimum of 1/8" in from the edge (cutline) on all decal art and 1" for signs (1/2" for unframed signs is acceptable)
- Include a bleed (area outside of the cutline or sign edge) of 1/8" for decals and 1/4" for signs to ensure the print covers the entire decal or sign when trimmed to the finished size.

Art that is submitted that does not follow these guidelines may be subject to additional fees to prepare them for print. Raster images may require extra preparation depending on the end product and print process required.

Your art file can be submitted the following ways:

- via email (for files under 50mbs) to **genesis@genesisgraphicsinc.com**
- via an FTP site (file transfer protocol). Go to **genesis-graphics.wetransfer.com** to upload directly to us through WeTransfer. A link to our WeTransfer page can also be found on our website under "Upload File".
- Other sites such as Dropbox and Google Drive may be used by sending us a link to download the file. (Be sure to give genesis@genesisgraphicsinc.com permission to access the file.)