

# FABRIC PRODUCTION SPECS & GUIDELINES

For any questions or concerns with the following information please contact

## Christi Lanson

Pre-press Manager

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## Platform

MAC - preferred

PC - only in software listed below

## Software

(in order of preference)

Illustrator CC

Photoshop CC

InDesign CC

## Turnaround Time

Standard lead time of 2 weeks:

- **Need Scope & Production Ready Art at this time.**
- **Projects in excess of 3,000 sq ft or 30+ dye-subs will require additional time.**

*Please see your fabric production manager for fees/capabilities related to production request(s) that does not meet the required production lead time.*

## Color

PMS colors are required to ensure exact color matching when required. **Please provide list of PMS colors being used in artwork.** Some Pantone colors fall outside the process color gamut. Non-Pantone specific colors must be supplied as CMYK process colors.

## Resolution

For optimal results, files should be set-up at a minimum of **75 dpi at final size**. As file dimensions grow, the overall dpi may need to change to control file size. **Preferred file scaling is 1/1 or 1/10.** Please adjust the dpi accordingly.

## Bleed

All files, regardless of program, should include a minimum of 2" bleed on all sides (see illustration below). Also, all pertinent information should remain at least 2" inside the final size of graphic to ensure nothing gets cut off. **DO NOT include crop marks, printers marks, and slug in file.**

File w/ 2" Bleed	100.25" x 52.25"
Frame Size	96.25" x 48.25"
Safe Area	90.25" x 42.25"

Bleed

Frame Size

Safe Area



## Fonts

All fonts within art files should be **converted to outlines**. In addition, please include all pertinent fonts.

## Photoshop: Raster

Provide flattened file (one layer) **saved as a \*.tif file**.

## Illustrator: Vector

Provide layered Illustrator file **saved as an \*.ai file**. All linked or embedded files **should be included separately for support**.

## InDesign: Page Layout

InDesign is typically used for multi-page documents/offset printing and is NOT recommended for large format output due to transparency/sizing issues. If these files must be submitted, **please ensure that all images and fonts are linked into the artwork, and include in a separate folder all images linked.**

## Transparencies, Drop Shadows, and Special Effects

In an effort to maintain the design intent of your artwork, **we highly recommend that gradients (for more on gradients, please refer to gradient section), drop shadows, transparencies, elaborate effects, etc., be created in Photoshop and placed into Illustrator documents.** Although Illustrator allows the creation of these effects, they tend to print unpredictably.

**Do NOT flatten transparencies.**

## Gradients & Banding

Gradients are color fills that gradually blend from one color to another. While they are very popular in graphic design, they can actually be somewhat problematic in printing. A gradient can cause numerous problems, foremost among these is the dreaded banding.

Banding can be caused by a number of factors, including but not limited to; What colors are used, how many colors are in the gradient, size of gradient, shape of gradient, resolution of artwork, printer, software, machine profiles, etc. Unfortunately, there is no standard fix to avoid banding. However, there are steps to take to minimize the appearance of gradient bands.

**We suggest building gradients in Photoshop.** Even if you are building your artwork using Illustrator or InDesign, please replace gradients with a Photoshop built gradient saved as a \*.tif with the appropriate resolution. The reason being, Photoshop incorporates dither, which is a low-level noise, generally making better gradients. In addition to this, you can also add noise. Adding noise generally helps to break up the bands to make them less noticeable.

**Banded Gradient Example**  
(Gradient built in Illustrator)



**Smooth Gradient Example**  
(Gradient built in Photoshop)



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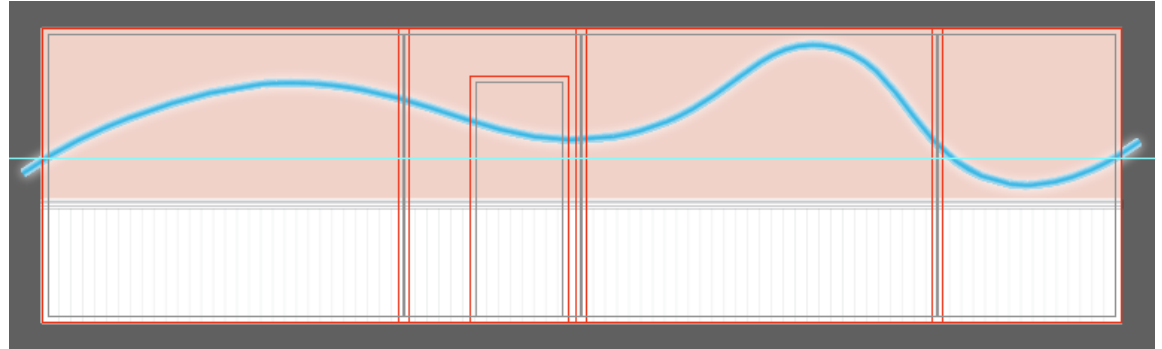
Please see your fabric production manager for fees/capabilities related to production request(s) that does not meet the required production lead time.

*Each fabric should be built in its own document at proper size/scale. The only exception for multiple fabrics in one document is when there is content matching as below.*

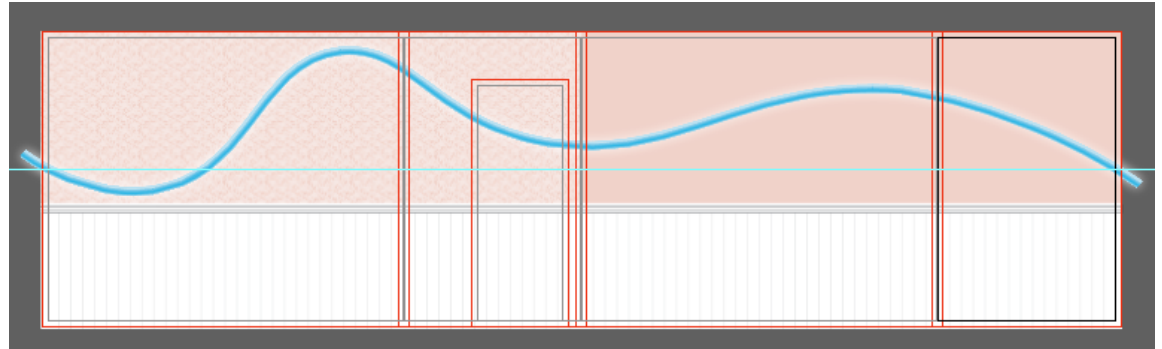
## Content Matching

To ensure that content will match from frame to frame at output, it is best to set up multiple artboards in one document.

### EXAMPLE 1



### EXAMPLE 2



- Create artboards next to each other and touching. This will allow you to place images once therefore creating a smaller file size.
- Include the door as its own artboard.
- 2" bleed on all sides
- **Example 2** shows 2 walls with a different background. When this occurs, stop the difference at the artboard. The bleed will be adjusted when the print file is created. Please make sure 2" of bleed is built in.