

## File Formats We Accept



Adobe PhotoShop CS3



Adobe Illustrator CS3



Adobe InDesign CS3

## Vector Art Guidelines

### General Layout

Your file should contain only live print elements. Do not include extraneous boxes, etc. that are not supposed to print.

### Images

DO NOT EMBED LINKED IMAGES. This makes files extremely large and difficult to edit. Linked images should be included at 100 PPI at full size (100% scale). Images should be flattened TIFFs.

### Transparencies, Drop Shadows and Special Effects

We highly recommend that drop shadows, transparencies, elaborate effects, etc. be created in Photoshop and placed into the Illustrator document. Although Illustrator allows creation of these effects, they print very erratically. If you must create these images in Illustrator, you must then rasterize them in Photoshop and replace them in the original document to guarantee successful printing.

### Text

Convert all text to outlines. In case of text changes, please supply all fonts used in the production of your graphic. This will save time in the approval and production process.

### Saving your image

Save your illustrator file as an .eps file.

### Color

Please indicate PMS colors (if any) that you would like us to match in your files and on your order. This will ensure that we can match them accordingly. If there exists any other collateral that you wish to match, please provide with order.

### Multiple Panels (Pop-up Murals)

If you are creating a multiple panel image, please build the image as one file. Feel free to add guides on the page to indicate panels breaks, but separating the image is done at the RIP stage.

### Bleed

Please provide sufficient bleed in order to properly size your graphic. Large format graphics are always produced larger than finished size in order to accommodate material issues. If text and or images are placed to close to the edges, we cannot guarantee that they won't be cropped off.

# Raster Art and Vector Art

## Vector Art

A shape or object made up of a group of closed lines and curves to create the image. Vector or line art is used to create shapes and images that are not photo realistic. Through the use of gradients and fills this type of art can be used to create colorful images that if constructed correctly can be produced at any size without resolution issues. Vector art can be produced in Illustrator, InDesign, Freehand and Quark.

## Raster Art

Images made up of pixels or picture elements. They have the ability if constructed correctly to produce a photo realistic image of very high quality. The quality of the image is dependent upon how many pixels are built into the original file. The minimum DPI (dots per inch) or PPI (pixels per inch) is 100 when the graphic is at 100% (full sized). Raster art is produced in Photoshop.

# Tips and Tricks

## Outline Fonts

Fonts in vector art must be converted to paths. To achieve this, select your fonts and then go to the type pull down menu. Select the option that says create outlines. This will ensure that the fonts will print properly. If type changes are to be accomplished, you must provide the required fonts in order to keep size, weight and kerning consistent.

## Provide Bleeds

Please provide sufficient bleed in order to properly size your graphic. Large format graphics are always produced larger than finished size in order to accommodate material issues. If text and or images are placed close to the edges, we cannot guarantee that they won't be cropped off.

## Furnish hard copy proofs or PDF's with your art

By including documentation along with order and art, we can match colors, layout and even identify certain file issues at the pre-flight stage.

## File Compression

It is best to "zip" or "stuff" all of the graphic files into one file using either WinZip or StuffIt. This will compress the files into a smaller package that will upload faster. Please make sure that the filename does not have any spaces. Use "\_" instead of spaces.

Example: client\_name\_artwork.zip

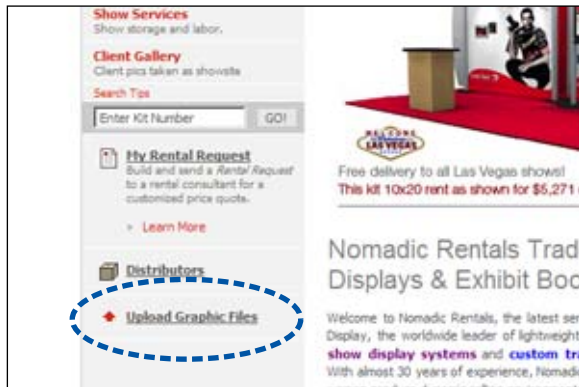
As always, if you have issues or questions while building your art files, please contact the Nomadic Rentals office at 800 962-3060 and we will be happy to assist you in any way we can.

# Nomadic Display®/Rentals

Graphic files are uploaded directly to Nomadic Rentals via web browser. We recommend using either Mozilla Firefox or Microsoft Internet Explorer. We do not recommend using Apple's Safari as we have had issues with this browser not completing uploads.

To get to the upload page there is a direct link on the main page of both of the Nomadic Rentals websites. The links are located at the bottom of the menus on the left side of the page.


[www.nomadicrentals.com](http://www.nomadicrentals.com)



[www.nomadicdisplay.com/rentals](http://www.nomadicdisplay.com/rentals)



## Nomadic Rentals Upload Page

**Nomadic  Display®**

Welcome to our Upload Page!  
Using the form below, you can send us files up to 2GB in size. Please complete the form, select the file you want to send, and click the "Send This File" button.

**You should receive a response within 24 to 48 hours.**  
Thank you for using our large file delivery system. If you have difficulties uploading your file, please give us a call.

**1** Sending To:

Sending From: ( Your e-mail address ) \*Required

Nomadic Quote #: \*Required

Company: \*Required

Name: \*Required

Phone #: \*Required  
  
Example: (702) 898-1234 or (702) 898-1234 x100

Message (optional)

**2** Select a file to send (up to 2 GB)

**3**

### Instructions-

Please note that the upload process may take some considerable time depending on the size of the files that you are sending and your internet providers upload speed. You will see an upload progress bar at the bottom of the page and when completed will go to a page that confirms that the file has been uploaded successfully.

1. Enter your email address.
2. Enter the Nomadic Rentals quote # for quick reference.
3. Enter your company name.
4. Enter your name.
5. Enter your phone #.
6. Use the message area to supply any PMS callouts or any other critical information that may be needed.
7. Click the browse button to locate a "zipped" or "stuffed" file located on your computer and attach. It is best to zip or stuff all of the graphic files into one file. Please make sure that the filename does not have any spaces. Use "\_" instead of spaces. Example: client\_name\_artwork.zip
8. Click the "Send This File Package" button.