Artwork Guidelines

Formats

Print-ready PDFs or Illustrator (.ai) files are preferred. Continuous images that cross multiple panels should be contained within the same file. Please embed all images in your files.

Bleed

If you have a background color or image, an extra amount of "bleed" is required to ensure that your background prints to the edge of your print. Please leave 1" around the perimeter of your composition, or if printing onto fabric, leave 3" around each edge for a total of 6" in each direction.

Fonts

All text must be converted to Outlines.

PMS Numbers

Include all critical colors as PMS-C.

Logos

We prefer working with vector logos, as they can be enlarged while maintaining a crisp edge. If a vector logo cannot be provided, the next best alternative is a high-resolution bitmap file with the background removed.

Bitmap Resolution

For large graphic outputs, bitmap images need to be at minimum120ppi (pixels per inch) at 100% final size. Any bitmap images used for business cards or brochures need to be 300ppi or may not be suitable at all. All images should be CMYK and embedded in the print-ready PDF or Adobe Illustrator (.ai) file.

Sending Your Artwork

Please Zip up your files (.zip). If your zip file is less than 20MB, you may send it directly to Emily Knowles, Graphics Production Manager at: emily3dldesign@google.com. For most large files, you may use a third-party file hosting site (Dropbox, WeTransfer, etc).

If you have any questions, please contact Randy at 847.445.7867 or send an e-mail to emily3dldesign@google.com