# GRAPHIC DESIGN & ARTWORK SPECIFICATIONS

## ACCEPTABLE PROGRAMS
• Adobe Photoshop and Illustrator
  - when providing Adobe Illustrator files, **please convert all text to outlines** (paths)  -OR-  provide fonts used

## FILE SIZE AND RESOLUTION
*Every mural is custom printed to the size ordered by the customer so please include any overprint you would like in your final print file and let us know that you have done so.*

### WHAT IS OVERPRINT?
For custom, full wall murals we usually recommend adding at least ½ - 1" of overprint to all 4 sides of your mural. Many walls aren't even and we recommend overprinting and trimming away any excess during install. Example: 96"h x 144"w mural  →  98"h x 146"w mural print file size (includes 1" overprint added to all 4 sides)
*Magic Murals is not responsible for incorrect wall measurements.*

• **Photoshop**: build file full scale @ 100 ppi (resolution)
  Example for a full wall mural:
  - wall measures:  8'h x 12'w
  1. convert from feet to inches:  96"h x 144"w
  2. account for overprint you want included: (ex. 1 inch to all 4 sides):  98"h x 146"w
  3. Photoshop file would be 98"h x 146"w at 100 ppi, flattened and saved as high-res JPG print file

• **Illustrator**: build file at full scale (or 10% scale if size is larger than 227" in either dimension)
  Example for a full wall mural:
  - wall measures:  8'h x 12'w
  1. convert from feet to inches:  96"h x 144"w
  2. account for overprint you want included: (ex. 1 inch to all 4 sides):  98"h x 146"w
  3. Illustrator file would be 98"h x 146"w (or 9.8"h x 14.6"w if too large to work full scale)

## COLOR
RGB mode (Adobe RGB 1998) is recommend for Photoshop files and CMYK for Illustrator files. Use appropriate swatches from the Pantone Color Books in your file. Keep in mind that many Pantone colors fall outside the gamut of most CMYK printers and cannot be reproduced precisely. If color matching is critical, please let us know the Pantones used in your art file. We also recommend ordering a **Custom Swatch Kit**.

## CONTOUR CUT/DIE CUT FILES
Files **must be** vector art files (formats AI, EPS, SVG & some PDFs). Please provide cut path layers if possible.

## PREFERRED FILE FORMATS
• high-resolution JPG, TIF, PSD, PSB, RAW, AI, EPS, PDF
• if providing a layered file, please include ALL SUPPORTING DOCUMENTS; linked hi-res images, fonts, etc.

## SENDING ARTWORK
We accept **files up to 512 MB** through the following options:
**Option 1**: High Resolution **JPG files** can be submitted via our **Custom Murals** page - **Upload Image button**
**Option 2**: **Custom Uploader Tool** form (acceptable file formats: PDF, EPS, AI, TIF, PSD, JPG, JPEG, RAW)

For **files larger than 512 MB**, we recommend using a file-transfer service like **WeTransfer.com** or **Dropbox**. Send to the attention of **help@magicmurals.com** or **dropbox@magicmurals.com** *(with appropriate permissions)*.

*we recommend zipping multiple files to one folder when sending lots of images to save you time*

{ Receipt of files that do not meet these specifications may incur a design fee of $50 per hour in order to finalize for mural printing. }

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