

Graphic Quality

Photographic files must have a minimum resolution of 300 dpi (dots per inch) and be at least one quarter (25%) of the desired final print size. Any photographs with a lower resolution than 300 dpi will look pixelated and/or blurry when reproduced.

Avoid using web images as they're typically of poor quality for printing purposes. Takeform recommends searching any stock photography website for high quality photographs. You can choose your resolution and size when downloading from these sites. The highest possible resolution jpg is recommended.

These regulations are to ensure that Takeform is providing the best possible product. All images will be reviewed by Takeform for optimum quality.

Here are a couple websites to reference for royalty free images:

- www.shutterstock.com
- www.thinkstock.com

Takeform has download access to these two websites. Simply supply the image ID number to your Takeform contact for use on your order.

Acceptable Graphic Types and Formats

- Vector graphics are preferred as they will retain optimum quality for logos, clipart etc.
- Raster graphics are acceptable for printing purposes only but must be at least 300 dpi and 25% of the print size at fullsize
- File formats accepted for vector artwork are: AI, EPS
- File formats accepted for raster artwork are: AI, PSD, EPS, JPEG, TIF

How to check a graphic for proper specs

1. Right click on the file of the image and click properties
2. Click on the details tab
3. Scroll to the image section (this will give you the resolution and pixel width and height)
4. Check to make sure the horizontal and vertical resolution is at least 300 dpi
5. Divide the width pixels by the resolution (This will give you the overall width of the image)
6. Divide the height pixels by the resolution (This will give you the overall height of the image)
7. Multiply the width and height by 4 and compare that size to the largest size of your desired print
8. If that size is equal to or more than the largest desired print size, the image meets our specs

The resolution cannot be checked using this process with bitmap (.bmp) files. In most cases the quality of a bitmap image would not be acceptable. If you have any trouble with this process Takeform will be happy to review the quality for you.

The intent of this process is to review the quality before submitting the artwork to Takeform. This will increase the probability that we're working with a proper quality file. All images will still be reviewed by Takeform through our check process to ensure proper quality.

Right to Use

All photography and graphics submitted to Takeform for the purpose of reproducing and incorporating into our signage must be accompanied by a statement attesting to the following:

1. Ownership of or authorization to reproduce the submitted images.
2. Indemnification of Takeform from any legal claim contesting your right to reproduce the images.

Example of good vs. bad quality

GOOD



This image is set at 300 dpi at fullsize
This will allow for proper resizing.

BAD



This image is set at 72 dpi at fullsize (typical of web graphics)
The pixelation of the image will result in a poor product.