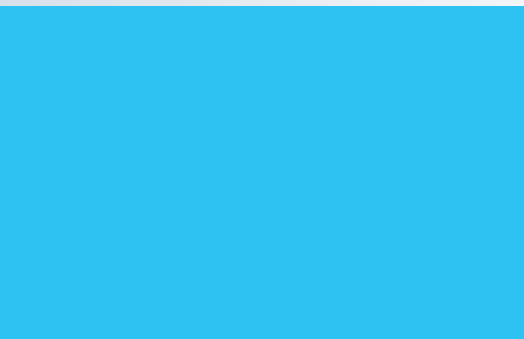
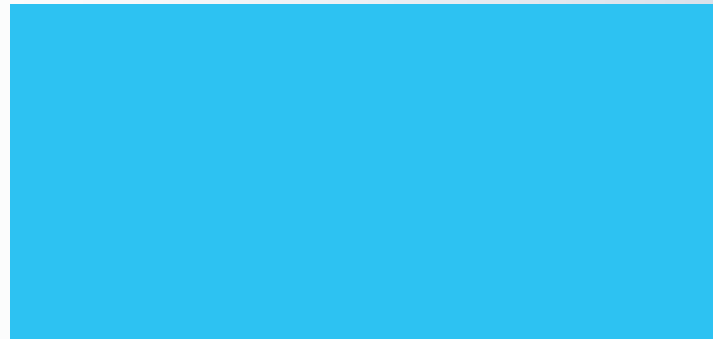
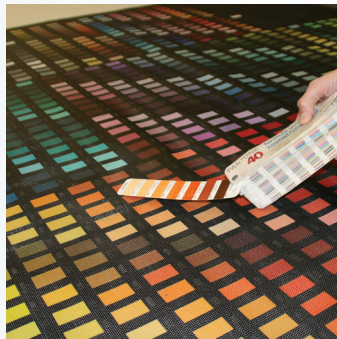




PRINTING

step-by-step guide





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Process of ordering digital printing

Douglas makes your custom printing ordering process quick and easy. Simply choose a VCP fabric or vinyl material and then send us your printing details. We will send you a digital proof and once it's approved your order will be in our production line-up and in your hands before you know it.

Send us your ideas!

The first step is to contact us to discuss your project. A customer service representative will go over the basic direction of your job and discuss windscreen color, sizes, your print area placement and what you would like for printing. If text print is desired, we would need to know the words you want printed, font style, and color. For graphic images we would need vector file or high-resolution print ready files of the artwork you want printed. Re-creation fees apply for artwork that is not print ready.

Complimentary Digital Proof

After material, sizes, graphics selection and placement are made, we will then provide a formal quotation. Once you have committed to your purchase you will receive a digital artwork proof for your approval. One complimentary electronic proof is provided for standard text prints or when print-ready artwork is submitted. Your proof will be setup on a verified output template and will include the details and dimensions of your custom order.

Review

One proof is complimentary. Additional designs and changes will be subject to additional fees. A minimum \$50 fee will be charged for any significant design proof changes. Your requested design changes will be discussed with your sales consultant and a verbal or formal quote will be submitted for the requested design services. Once we receive your approved, signed digital proof your final artwork is sent in for production.

Design Service

Design Services If you are unsure of exactly what you want, please send as many details as possible and our graphics team will be happy to help create a design for you. We will create artwork customized for your organization that will communicate your message. It's no problem if you need your logo or graphics retouched or converted to vector art. A minimum fee of \$50 will be charged for any design services; the design fee will be discussed with a customer service representative. We will provide you with a professional concept and design to meet your approval.

Print Ready Guidelines

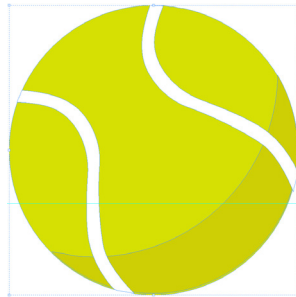
We want your printed sport screen and banners to look great. Here are some tips and guidelines to help ensure your vision is accurately translated by our large format printers:

Vector Artwork is always preferred and can be .EPS, .AI or PDF files. Vector files provide the best results because they can be scaled to any size and are not resolution specific.

What is Vector Art? Vector artwork is made up points, lines, curves and shapes that are based on mathematical formulas. Unlike raster art that is comprised of pixels, when you scale a vector image there's no loss of quality, so it can be sized to however large or small you need it to be. Please note that just because a file is a PDF, AI or EPS it doesn't mean that it is automatically vector artwork and simply re-saving and changing the file extension of a file will not make the artwork vector.



VECTOR ART —PDF, AI or EPS

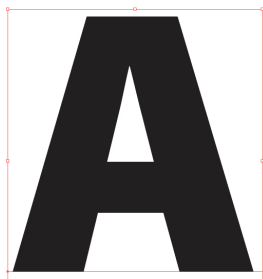


RASTER ART —JPG, PNG, TIFF, or GIF

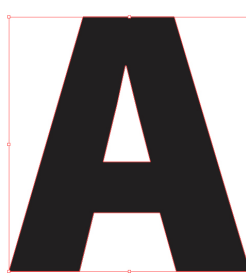
Raster Art at a very high resolution will also be accepted. All .tif, .jpg, or .psd files, should be a minimum of 300 dpi at 1/10th scale. There is no such thing as too much resolution; the higher the resolution the better print results you will have. If you have even larger files, do not downsize them to the minimum. Send the full resolution files whenever possible, as the larger the files, the better the print quality will be.

Combining Vector and Raster When combining both types of artwork, place the raster image in the vector document and save the whole thing in a vector format.

Text — When you add text to your file it is important that you convert your text to outlines before you send it to be printed. Outlining the text creates tiny anchor points around it converting it into a shape rather than type. If the text isn't outlined, you run the risk that we may not have the same version of the font or we may not have that font at all. Sending the native font files with your artwork files is also acceptable.



Text left as type



Text converted to outlines

Custom Printing



Print Ready Guidelines

Color — Regardless of the file format your images should be in the CMYK color definition. If a PMS (Pantone Matching System) color is provided most colors can be represented fairly close.

What is PMS Color? PMS is an abbreviation for Pantone Matching System; an ink color system containing over 2,000 color swatches. Each of the colors is identified by a color number and a formula for the ink. By standardizing the colors, different manufacturers in different locations can all print the same regardless what it looks like on your computer screen or what printer prints the piece. The swatch lets you know what the color looks like; it's somewhat like a paint swatch.

Digital printing does not use the actual Pantone colors but assigning the PMS colors to the artwork provides the prepress team a guideline. Not all Pantone colors can be recreated exactly using a four color process. When PMS colors are converted there's a difference between the Pantone and CMYK swatch when choosing colors.

When choosing your colors use the "Solid Coated Color Bridge" If your school or organization does not have a PMS color, it's best to compare to a popular college.



High Resolution PDF's - Adobe PDF files like Raster Art should be press ready, high-resolution outputs generally from Illustrator or InDesign.

File Size - Determining your print ready size. Your print ready size should be setup at a 1/10th of what the print size is going to be. For instance, if your full panel screen is 6'H x 35'L you will first convert your dimensions to inches: 72" H x 420" L and then multiply both by .10. As a result, you will need to set your file size up at 7.2" H x 42" L.

Bleed - If your design prints to the edge of the sport screen material, you will need to setup a 2-inch bleed within your file to ensure the ink coverage is edge to edge on the print. Bleed is extra color that extends beyond the final size of your print. For instance, if a 24" x 36" banner needs 2" of bleed, your file will be 28" x 40".

File Submission Options

1. Files that are less than 10 mb can be sent to sales@douglas-sports.com or directly to the customer service representative you are working with.
2. Share a link from your own drive space
3. For files larger than 10 mb, use our web upload link <https://bit.ly/3EjXPPp>

Font Options

Please choose from one of our standard fonts or provide us with the file and/or name of your desired font. If you only know the name of the font we will do our best to match it. Matching a supplied font or finding the font that is requested can incur additional fees.

1. Athletic Block

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

2. Athletic Narrow Block

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

3. Athletic Basic Block

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

4. Athletic Old School

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

5. Athletic San-Serif

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

6. Athletic Classic

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

7. San-Serif Basic Bold

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

8. San-Serif Condensed

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

9. San-Serif Modern

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

10. San-Serif Classic

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Font Options

11. San-Serif Narrow

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

12. Old Style Serif

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

13. Classic Serif

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

14. Modern Serif

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

15. Retro Style

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

16. Celtic Style

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

17. Brush Script Style

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

18. Freehand Style

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

19. Adventure Style

ABC

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

20. Western Style

ABC

The quick brown fox jumps over the lazy dog
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

Font Style Options

	Italicized	Shadow	Basic Outline	Double Outline	Outline Only
1. Athletic Block ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
3. Athletic Basic Block ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
5. Athletic San-Serif ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
6. Athletic Classic ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
8. San-Serif Condensed ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
10. San-Serif Classic ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
13. Classic Serif ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
15. Retro Style ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
17. Brush Script Style ABC	<i>ABC</i>	ABC	ABC	ABC	ABC
20. Western Style ABC	<i>ABC</i>	ABC	ABC	ABC	ABC

Custom Printing



Standard Colors

Choose from one of our standard PMS colors or provide us with the exact PMS number so we can ensure your custom printed job is printed exactly to your brand standards.



Royal Blue
PANTONE
300 C



Reflex Blue
PANTONE
Ref. Blue C



Navy
PANTONE
289 C



Open Blue
PANTONE
653 C



Columbia Blue
PANTONE
292 C



Teal
PANTONE
320 C



Aqua
PANTONE
3262 C



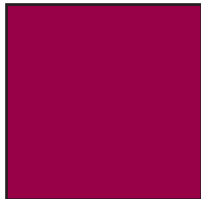
Red
PANTONE
485 C



Fire Red
PANTONE
186 C



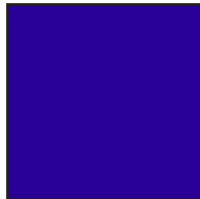
Maroon
PANTONE
202 C



Burgundy
PANTONE
221 C



Purple
PANTONE
2607 C



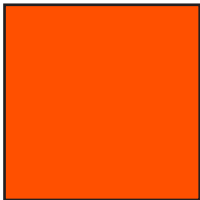
Violet
PANTONE
Violet C



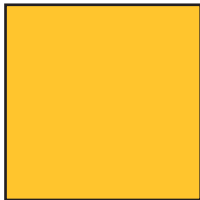
Hot Pink
PANTONE
214 C



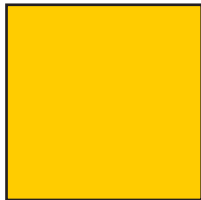
Orange
PANTONE
158 C



Bright Orange
PANTONE
Orange 021 C



Athletic Gold
PANTONE
123 C



Yellow
PANTONE
116 C



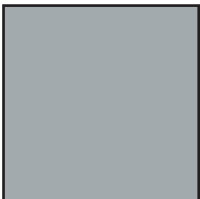
Forest Green
PANTONE
357 C



Kelly Green
PANTONE
347 C



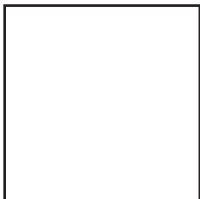
Lime Green
PANTONE
376 C



Gray
PANTONE
429 C



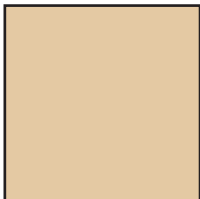
Black



White



Brown
PANTONE
478 C



Beige
PANTONE
468 C



Metallic Silver
PANTONE
877 C



Metallic Gold
PANTONE
872 C