Wide Format Printed Products can take your brand's visual identity to the next level. Here are some frequently asked questions about wide format graphics from VMS.

1. What is wide format printing?
   a. Wide format printing, also called large-format printing or grand-format printing, is the process of printing graphics that are too big to be created using printers available to the average consumer. A generally accepted definition of wide format printing is that it utilizes a wide format printing press with a roll of material between 18 and 100 inches. Your average home or office printer has a maximum paper size of 8.5 by 14 inches.

2. What are some examples of wide format graphics?
   a. Vinyl Banners
   b. Window, Wall & Floor Graphics
   c. Pole Banners
   d. Maps and Wayfinding Signage
   e. Sidewalk Graphics
   f. Framed Building Signs
   g. Building & Vehicle Wraps
   h. Yard Signs

3. What are the advantages of wide format printing?
   a. Wide format printing offers competitive advantages compared to other forms of advertising:
      i. High impact. Wide format printed graphics capture the attention of your potential audience in a way that is nearly impossible to miss.
      ii. Low cost. Wide format printing is a smart way to invest your marketing budget. Digital printing is extremely cost-effective, and you can take advantage of large surfaces in your office, manufacturing facility or retail space, such as walls, windows and floors.
      iii. Versatile. From conventional products such as billboards to innovative projects like building wraps, there's a wide format printing solution that meets your marketing needs without straining your budget.

4. What is the process for having wide format graphics printed?
   a. At VMS, our process is simple: Design. Print. Transform.
      i. Design: A VMS designer will consult with you to learn more about what exactly you're looking for. We'll work together with you to create a custom design that establishes your vision and brand and provide you with a quote for a custom solution that works for you.
      ii. Print: Once you decide to move forward, we'll print your graphics to your exact specifications, checking for quality along the way.

iii.   Transform: Watch as your new high-quality graphics attract the eyes of your customers and transform your business's visual branding.
5. How do I choose the right wide format printed product for my project?
    a. With such a wide array of large-format printing products, you may find it difficult to identify a solution that works for you. That's understandable but there's no need to worry — let the experts at VMS guide you through the process. Here's what you need to consider:
        i.   Outdoors or indoors? First, define whether you intend to place your graphics outdoors or indoors. This choice will have an impact on the materials and design of the final product. For example, a banner designed for outdoor use may need wind slits to avoid flapping, or we may suggest vinyl mesh instead of vinyl.
        ii.   Application. This is how the graphics will be used. Consider the stress that everyday use will place on your graphics. An indoor window graphic is usually subject to less stress than a floor graphic placed in an area with heavy foot traffic. If your graphics are intended for heavy use, you may consider adding some type of lamination to extend their useful life.
        iii.   Longevity. How long do you expect to keep your graphics? If you only need them for a one-day event, you don't need to pay for long-lasting durable graphics. But, if you want your graphics to last five years, the materials and adhesives will need to be more robust.
        iv.   Environment. Where do you intend to place your graphics? If your printed graphics will be subject to cleaning products, extreme temperatures or UV light, for example, your products may require a stronger over-laminate than if they are hanging in an office lobby.
6. What kind of file formats do I need to supply for my project?
    a. If you are supplying VMS with finished artwork or graphics, please provide the original files in the native format in which they were designed or in one of the following formats:
        i.   Vector Programs: Graphics created in Adobe Illustrator (convert fonts to outlines) AI, EPS or high-resolution PDF and CorelDRAW (convert fonts to curves) CDR or high-resolution PDF for Windows or Mac are the preferred file formats. Please include layered files and keep text and graphic elements in vector format.
        ii.   Raster Programs: The preferred file format is Adobe Photoshop PSD or PSB. Please include the layered file and keep text and graphic elements in vector format. Raster images should be CMYK color-based TIFF format, and the desired image resolution is 100 dpi at full size.
        iii.   Page Layout Programs: The preferred file format is Adobe InDesign. When supplying artwork from a page layout program, all links and fonts must be included. Please include the layered file and keep text and graphic elements in vector format.
        iv.   CAD Programs: CAD files are best used for blueprints indicating shapes and dimensions only, not artwork. If applicable, save as DXF or DWG. Include all

dimensions and locations of cutouts, holes, windows, radius corners and irregular shapes.

     v.   Adobe PDF: When creating a PDF file, be sure to embed all fonts. This is not the default option and must be specified. Please keep text and graphic elements in a vector format.

    vi.   Other Important Criteria: If you are supplying production-ready artwork, please include 4 inches extra on all sides of your art.

   vii.   If your artwork is not created in one of the above accepted formats, provide the original file format. We support almost all available software. Please convert all fonts to curves or outlines whenever possible. If you are unable to convert fonts to curves, please provide fonts for all artwork submitted.

  viii.   Media Sources: We can accept data files supplied via FTP, DVD, CD-ROM, thumb drives and email.

7. Can you help with the installation of my custom graphics?

   a.   Our installation specialists are professionally trained in both the installation and removal of wide format graphics and vehicle wraps. VMS is a Professional Decal Applicators Alliance (PDAA) Master Certified installation company delivering the highest quality assurance our industry has to offer. We have an installation network of more than 250 installers throughout the United States to guarantee consistency in your graphics, no matter your location. We have flexible installation hours to accommodate any schedule!

8. Is there a minimum temperature to install exterior graphics?

   a.   Though materials vary, we recommend a minimum temperature of 50 degrees Fahrenheit for outdoor vinyl installations.

9. What type of material is best to cover my windows?

   a.   There are many options for wide format window graphics and the best coverage for your project probably depends on how much light you want to let through. If you want a clear view of the outside, cut lettering or a window decal may work for you. If you want to see out and not let visitors see inside, perforated window film may be a good fit. If you're looking for 100% coverage, but still want sunlight to shine in, frost coverage may be the best choice.