

From Rendering to Reality

Here at Promotional Design Group, we pride ourselves in our abilities to design something great that ends up being produced into something just as great. Our extremely talented graphic designers can work with you on developing any idea. Once we have an idea of what you want, we'll transform that idea into a rendering using our state-of-the-art 3-D graphics programs that really give you or your client an idea of how amazing the end product will look like.

Rendering



Picture



As you can see here, the end product and the rendering have an uncanny likeness! You might be thinking, "that rendering is nice, but it must cost a pretty penny." Well actually, no. It's free! All of our renderings are done at no charge to our customers. So please take advantage of our services.

What you need to know...

Your Artwork will be used for two purposes.



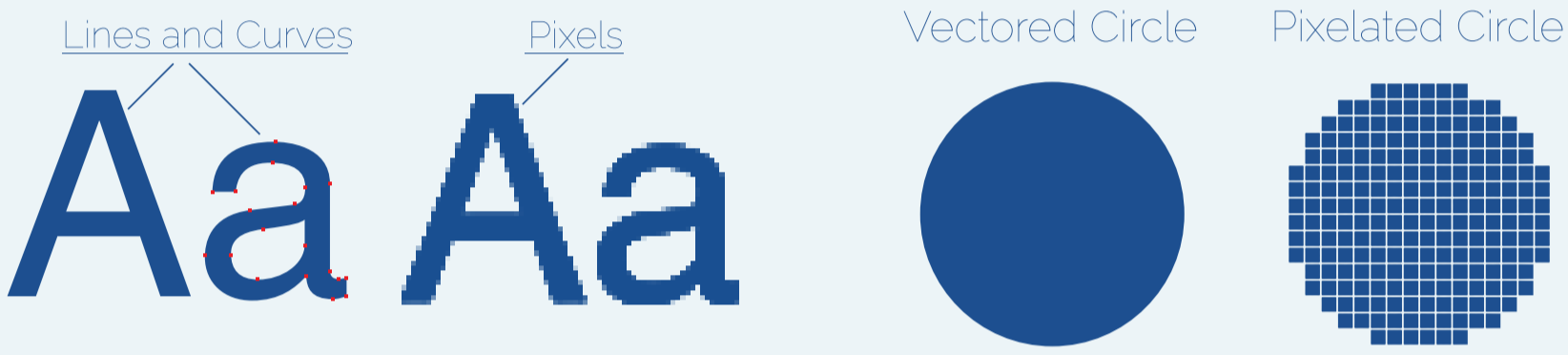
- Creating a rendering
- Large Format Printing



In order to create a visual rendering we will need you to provide us with your artwork. Once you see the visual rendering it will be easier for you to determine artwork placement, color, and size. When we create a final rendering we will require your signed approval. Finally artwork will be checked for optimal print quality.

Artwork Quality

Vector Vs. Picture

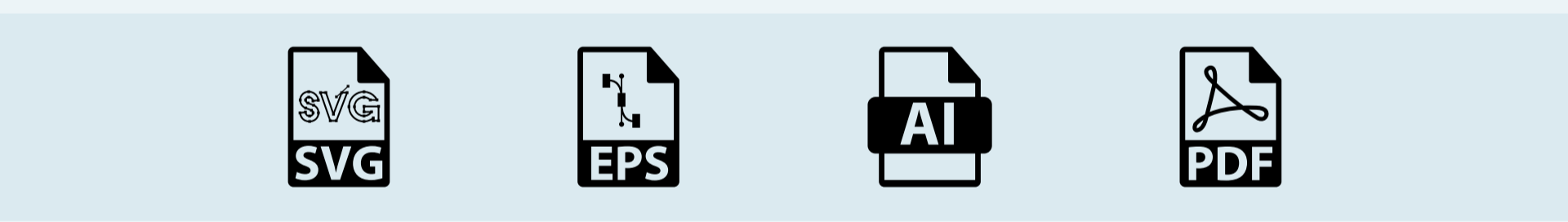


A vectored image is different than a picture image. A vectored image does not lose resolution when it is enlarged, while a photo image does. A photo image is composed of pixels and it can only be enlarged to a certain extent before it becomes blurry, whereas a vectored image is composed of lines and curves, which have no pixels and infinite resolution. There are also high resolution images that we can use to print. These would have to be in minimum 1920 x 1200 with a resolution at 72 DPI. If there were to be a bigger image it would be best if its resolution was at 72 DPI. The different file formats that we accept are listed below. If you are unsure as to what this information means we can always take a look at your artwork and diagnose it for printing.

Picture Formats

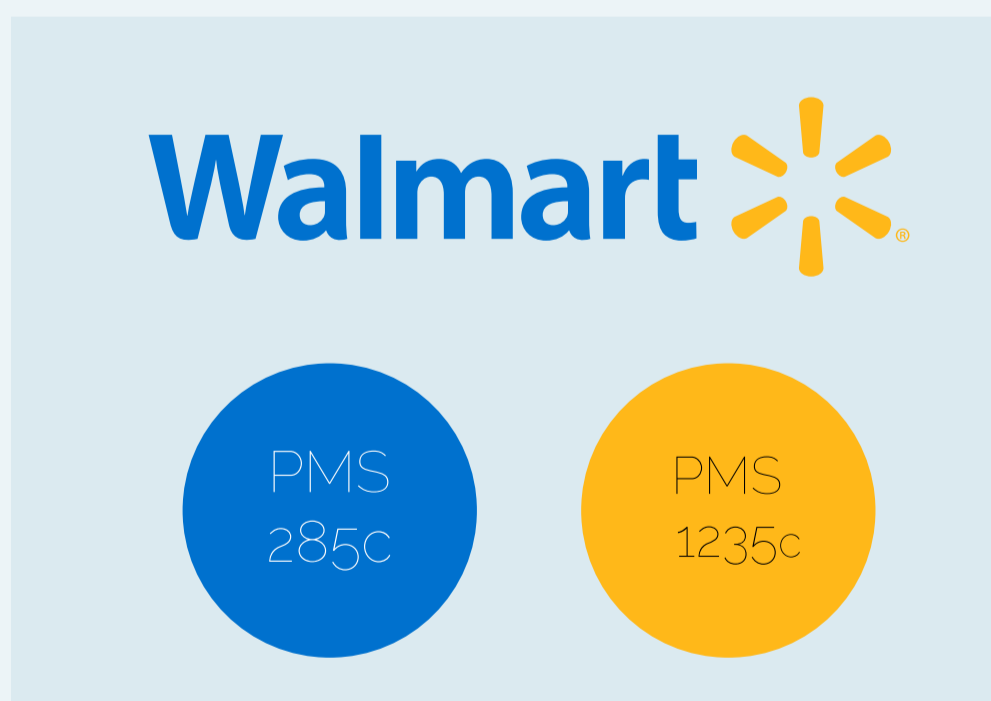


Vector Formats



Pantone Matching System

Brand identity is sometimes characterized by a corporate logo and very specific colors. Consistency is expected when you present your brand to a customer. A PMS* (Pantone Matching System) color has unique characteristics that will ensure that consistency. So if you have any particular color you would like us to match just provide us with the color code(s) and we will match it at no extra charge**. Below are some examples of what a PMS color is.

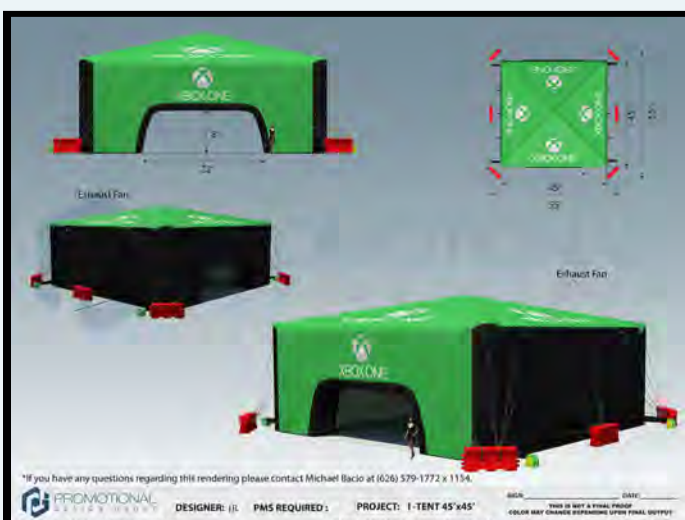


* Pantone Solid Coated
 ** If printing is included in that section.

Custom Products

Our artwork requirements are not just for pop-up tents. They apply to all of our products, even custom products. Before any project is printed we always prepare a rendering so you will always know what your product will look like.

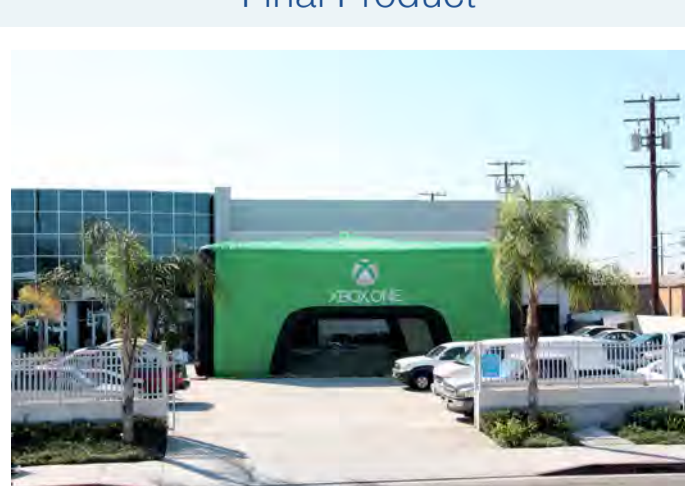
Rendering



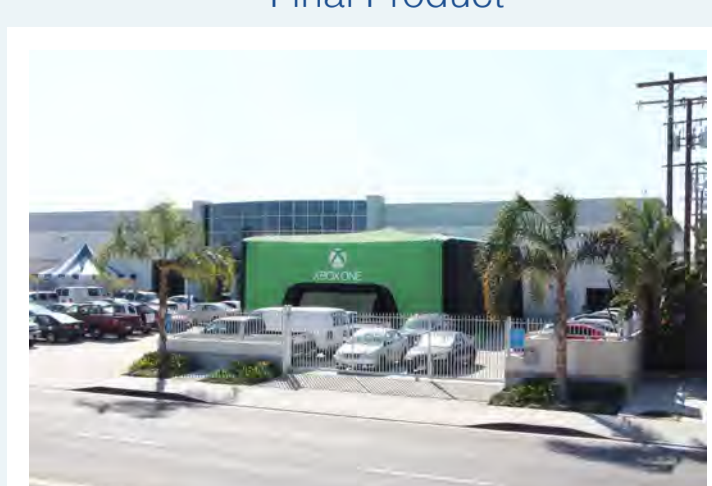
Final Product



Final Product



Final Product



W E B S I T E

M O R E I N F O

Q U E S T I O N S ?