

# HALO-CUT WALL GRAPHIC DECAL INSTALLATION

1. Pick a smooth, flat wall. These will not stick to textured, dirty, or wet walls.
  - No tools are required; however, a credit card or drivers license may be used to smooth out small bubbles during application.
2. Unroll your decal and lay it flat on a table or the floor.
3. Clean the area of the wall with a damp cloth - using water ONLY (no chemicals) and allow time to dry thoroughly.
4. Remove the decal from its backing.
  - Large or Extra Large prints may require two people to install.
  - Avoid unnecessary touching of the adhesive. Your body produces natural oils, which may harm the adhesive. If your decal sticks to itself, slowly pull it apart.
5. Starting in the middle and working outward, stick your decal to the wall.
6. Stand back and check it out. If you are happy with the positioning, smooth out any bubbles by starting in the middle and working them outward to the edges. If you don't like the positioning, carefully pull your decal back up and start over.
  - If you intend to move or store your decal, keep the paper backing or cover the adhesive-side with wax paper.
  - If you are having trouble, please give us a call or email [sales@conceptonetn.com](mailto:sales@conceptonetn.com)

## PHOTO SUBMISSION GUIDELINES

We want your wall graphic to be of the highest quality, and that completely depends on the quality of the image you provide. Please adhere to these guidelines for best results.

### ACCEPTABLE FILE FORMATS

- **RASTER:** Photoshop (.psd), .jpg, .tif, .png, .bmp, & .pdf\*
- **VECTOR:** Illustrator (.ai), .eps, FlexiSign (.fs), & .pdf\*
  - *The preferred format is .pdf*

### IMAGE RESOLUTION

- For best results, raster files must be at 72-150 pixels per inch (PPI) at 100% size.
- Scanned images must be a minimum of 300ppi at 8"x10"
- When sending 35mm photos; original, professionally developed prints are required. The bigger, the better. Please supply us with originals if you cannot provide a digital file.

*See Our Design Guidelines For Full File Submission Information*

**Once you have decided on the subject to use for your wall graphic, there are a few things to keep in mind to make the most of your print.**

### PHOTO TIPS

- If your camera has a date function, turn it off.
- Take photo vertically (tall, rather than wide).
- Light backgrounds in sharp, clear, and focused photos work the best. All photos should be taken in daylight or in a well-lit room.
- Take a photo of the subject from the waist up or a full-body shot, filling as much of the frame as possible. Use as little zoom as possible - just get closer.
- On full-body or action shots, avoid cutting off the feet and hair. Also avoid photos that contain another person's parts overlapping the subject.
- Images that are blurry, fuzzy, low resolution, obscene, licensed, or copyrighted will not be accepted. We reserve the right to refuse any image at our discretion.

### QUESTIONS

If you have any questions please give us a call, or send an email to [sales@conceptonetn.com](mailto:sales@conceptonetn.com)

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