



Photo Printing Technical Specs

Last updated February 2023.

This document pertains to our retail store's advanced printing services and is intended for clients with specific printing needs. Note that several specifications outlined here are not applicable to our Frameable applications. For inquiries, email support@nwframing.com.

File Formatting

- Accepted file types: TIFF, JPEG, PNG, PDF, GIF.
 - TIFF files should be layer-free and compressed using LZW (recommended) or no compression.
 - PDF files should not have layers or vector graphics.
 - PNG files should not contain transparency.
 - GIF files should not contain frames.
- Color depth: 8 bit required.
- Color space: RGB (converted from other profiles if necessary).
- Color profile: SRGB or Adobe RGB 1998 (converted to SRGB if different).
- Maximum file size: 600mb.
- Minimum resolution: 100ppi.

Image Sizing

Recommended resolution:

- 150ppi or higher for small prints.
- 120ppi or higher for prints over 40 inches.

Recommended megapixels per size:

- Up to 12 x 15: 4 megapixels.
- Up to 16 x 20: 8 megapixels.
- Up to 23 x 31: 16 megapixels.

Color Quality:

Our printers use 11 archival inks optimized for RGB color space for high-detail, color-stable prints. Our print technicians review images on industry-standard, color-calibrated monitors for optimal results. Note that monitor calibration and environment can affect perceived color.

Monitor Calibration:

Consumer monitors often have limited color and brightness range, leading to over-excited color and contrast. Calibrating your monitor or viewing images in a dimly lit room with minimal reflections can improve color accuracy.



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Color Profiles:

Our printers are optimized for sRGB and Adobe RGB color spaces.

Uploading images in CMYK or grayscale color spaces is not recommended.

The image preview in PODling will show color shifts if there are issues with the color profile."

Substrate Considerations

The color of the final print may vary due to the different ink absorption of our substrates. We have samples available in our stores and can provide a free 4 x 6 test print for larger orders.

Papers

Our paper options include Photo Rag, an archival fine art paper with a slight tooth, Archival Matte, a bright white paper with a matte finish, and Photo Luster, a traditional photographic semi-gloss finish.

Canvas

Our canvas prints are of high quality and maintain color accuracy and clarity. They're available in museum wrap with a black or white edge, or extend the image around the canvas with a mirror or gallery wrap.

Metal - ChromaPrint™

ChromaPrint's come in both Gloss White and Matte Clear. Gloss White offers vibrant and rich colors, while on a Matte Clear panel, the aluminum is visible for a more vintage or industrial look. The colors on a Matte Clear panel are slightly muted, blending with the metallic texture, and whites appear as silver.

Ordering Prints

Ordering prints is easy, with two options available: in-store or online. At a Northwest Framing store, simply bring in your photos via USB, email, or file-sharing link and work with a colleague to choose sizes and substrates. Our substrates are available up to 200" on the longest side.

You can also order prints online via our website, Frameable, at <https://www.soframeable.com>, for convenience and easy cropping options. Online orders have a maximum size of 30 x 40" and the preview image is compressed to load quickly, which may impact its color accuracy.

IMPORTANT NOTE: Some specifications mentioned here may not apply to online ordering.