PROFESSIONAL
SIGN & GRAPHICS
Artwork Guidelines

Acceptable File Formats
JPG, TIFF, PDF
Illustrator CS4 & Photoshop CS4

InDesign, Quark, Freehand, CorelDraw, Word, Powerpoint, Excel and Publisher files will not be accepted. Art time will be charged at $85/hour if files need to be fixed or altered to meet guidelines. When sending files, please be sure to include all support art (fonts, linked images, etc.)

File preparation
Design your document at 100% size. If this is not possible, create it at either 50%, 25% or 10% of the final size. Make sure that image resolution is considered when working at less than 100% scale(50% layout = 2x image resolution; 25% layout = 4x image resolution; 10% layout = 10x image resolution).

Do not downsample images when saving files in PDF format. Do not use any type of compression when saving files in JPG or TIFF format. Always save your files at maximum quality.

Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects have unpredictable results when printing in our system. Photoshop is preferred when using these special effects. *If you are unable to use Photoshop for such effects, you MUST flatten transparencies in your Illustrator file before submission.*

Do NOT Overprint any portion of your artwork.
Overprint will only cause elements of your artwork to disappear when processed for digital printing. PSG is not responsible for misprints due to Overprint errors.

Font Specifications
Fonts must be converted to outlines. If fonts are not converted to outlines, please provide Macintosh or TrueType fonts. If changes need to be made in the file, please provide the fonts and an editable version of the file.

Color Specifications
All files are printed in CMYK format. Please submit files with a CMYK build. Please provide a hard copy proof of the artwork being printed. If you are unable to provide a hard copy proof, your project will be printed using a "Pleasing Color" standard. If Pantone colors need to be matched please specify on purchase order or hard copy proof. All critical Pantone colors need to be called out in the file as

Coated or Uncoated swatches. Art time will be charged at $85/hour for all color matching.

If color matching is required for Photoshop files please provide a layered file. Art time will be charged at $85/hour to correct flattened Photoshop files.

Orders without indication of CMYK colors, Pantone colors, or supplied hard copy proofs are NOT guaranteed for color.

Proofs
Print proofs are charged at $35 per print in addition to any color matching charges already applied.

Resolution
All raster files (either print files or linked files) must be at least 120 dpi at 100%.

Cut Vinyl Graphics
All of the artwork must be set-up as vector files with fonts converted to outlines. No gradients are accepted for cut vinyl. Please specify vinyl colors or choose cut vinyl colors from our vinyl color guide.

Submitting Artwork Files
Files are accepted by Email (up to 7MB), FTP site (up to 500MB), DVD and CD. Files can be uploaded via www.thesignpros.com

Murals | Popup Graphics
Mural files must be built as one file. Please note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

Bleed Specifications
All graphics produced require specific bleeds. Below is a general outline for the required bleeds.
• Full Color Banners and Rigid Signs - 1/2" bleed around the perimeter.
• Mural Popup Files - 1/2" bleed around the perimeter.
• Tension Fabric Displays - 2" bleed around the perimeter. Please keep all logos, type, and critical information at least 2" in from the visual edge of the graphic.
• Inkjet Opaque/Transparent Graphics - 1/2" bleed around the perimeter.
• Banner Stand Graphics - each product has specific bleed requirements. Please request templates for the banner stand ordered.