

If submitting ready-to-print sign layouts...

Please provide high-resolution, CMYK raster files (JPEG or TIFF) *for each sign layout* that have been created at actual size (or at the correct proportion to the final output size). Please see the **“Requirements for Raster graphics files”** section below.

If submitting logos/graphics/images for us to use in laying out your signs...

Please follow the guidelines below.

Most logos and graphics are best suited for sign reproduction when submitted as vector graphic files. Vector graphic files are illustrations composed of lines and curves and are “resolution independent”, which means that they can be scaled (or resized) infinitely without loss of resolution. Examples of these types of files include Adobe Illustrator (AI) or Encapsulated PostScript (EPS).

Requirements for Vector graphics files:

- Convert all text to outlines.
- Include or embed any linked images (see raster file requirements below).
- For best results, use CMYK document color space.
- Use Pantone Solid Coated color swatch palette for most consistent color results (see color information below).

If you are not able to provide us with vector graphics files, you may submit raster, or pixel-based illustrations/images. Examples of raster files include TIFF, JPEG and BMP.

Requirements for Raster graphics files:

- It is important that all raster images submitted for sign reproduction have a native resolution of at least 120 pixels per inch at final output size.
- Re-sampling, or simply changing the pixel resolution of a raster file, is not recommended and will not improve the quality of a lo-res image.
- Images pulled from websites cannot be used, as they do not provide the needed resolution for acceptable reproduction.
- For best results, use CMYK document color space.
- We prefer that raster files be uncompressed. If you must use compression, use medium to medium-high quality image settings when saving your raster files.
- Turn on “Anti Aliasing” option (if available) when saving raster files.

Many applications allow users to export their files as Adobe Acrobat files (PDF). This allows a document to be viewed and printed on different systems while preserving the layout. If using page layout programs such as Adobe InDesign or Quark, please export files as Adobe Acrobat (PDF) files.

Requirements for Adobe Acrobat (PDF) files:

- When possible, layout artwork at full output size (100%). Ensure that the following settings have been used when saving your PDF files for output at full size:
 - o Color Bitmap Images should be set to “Bicubic Downsampling to 120 ppi for images above 150 ppi” w/ no compression.
 - o Grayscale Bitmap Images should be set to “Bicubic Downsampling to 120 ppi for images above 150 ppi” w/ no compression.
 - o Monochrome Bitmap Images should be set to “Bicubic Downsampling to 120 ppi for images above 150 ppi” w/ “CCITT Group 4” compression.
 - o Font setting should be set to “Embed All Fonts”.
 - o Color Management Policies should be set to “Leave Color Unchanged”.
- Use crop marks to indicate edges of sign.
- Uncheck “Preserve Illustrator Editing Capabilities” (if available).
- Please submit only one layout/graphic per PDF file.
- For best results, use CMYK document color space.

Proportions:

When possible, it’s best to set your files up at 100% of the final output size. If this is not possible, set up your files proportionally at 50% or 25% of the final output size. It’s important that your image resolutions are proportionally adequate as well. If laying out at full size (100%), your image resolution(s) should be 120 ppi. If working at 50% of the final output size, double the resolution to 240 ppi. Artwork laid out at 25% of the final output size should use image resolution of 480 ppi. Do not work any smaller than 25% of the final output size.

Colors:

It is important to note that our large format printers do not use Pantone inks. We request that Pantone color swatches be used to give us reference points for your colors, but the final prints are made using a process color printing system similar to your home computer’s inkjet printer. Specified colors will be close, but may not be exact matches.

Software compatibility:

Please provide files that have been created using professional graphics software applications such as Adobe Illustrator and Adobe Photoshop. Microsoft Office and Windows programs such as PowerPoint, Word, Publisher and Paint are not considered true professional graphic programs and their use for creating sign layouts is not recommended.