

ART DEPARTMENT

Sign Art Specifications

To avoid any additional charges, please provide artwork as specified below and electronically.

The following are the types of files that we prefer to work with. If you have something else, please call first to see if we can accept it. Formats are listed in our order of preference.

Vinyl Signs and Cad-Cut Vinyl:

Vector: FS, SCV, EPS, PS, AI, CDR, PDF

Raster: TIF, TGA, BMP, PSD, JPG

Any art used that isn't vectored (converted to lines and points) will need to be recreated and will incur additional charges. Some vector artwork still may require clean-up so that it is interpreted correctly by our cutter. Sending us the clean, welded artwork saves time and money.

Helpful Hint: Look at your file in wire-frame or outline view to make sure no edges overlap because wherever you see a line is where the cutter will cut. Weld strokes & fills so one outline exists.

Large-Format Printing:

Vector: PDF, EPS, PS, CDR, AI

Raster: TIF, TGA, BMP, PSD, JPG

Images should be at least 150 dpi at final size. Between 200 and 300 dpi will print nicely. 300 dpi is perfect, but can make the file size huge. Anything higher than 300 is not going to make a significant difference. Please supply a hard copy whenever possible so that we have a color reference when printing.

Platform: PC or Macintosh compatible

Media Accepted: CDs, DVDs, portable hard drives, thumb drives, zip discs, 3.5 floppy

E-mail Artwork: Please send files (up to 25 mg) to art@signetscreen.com. Zipping or Stuffing the file is usually not necessary, but it's a good idea to do so, since it keeps file size down and reduces the odds of a file being corrupted during transfer. Both WinZip and Stuffit are available for free on the internet.

Vector Artwork File Tips:

Files such as Adobe Illustrator or Corel Draw.

- Convert type to curves or outlines, or supply fonts with job.
- Artwork at 100% size. We can resize if necessary.
- Links placed in the file must be embedded or supplied with the art file.

Bitmap (Raster) Artwork File Tips:

Files such as Adobe Photoshop.

- Send files with original layers, not flattened unless it is only one color.
- Send at 300 dpi at actual size for best results; 150 dpi is lowest acceptable.

Requires additional art charges:

Hard copy, camera-ready art:

Please send sharp, high contrast, color-separated or black and white artwork that needs no touch-ups, design or re-arranging. A hard copy composite of art should be submitted with the production order. An additional charge will be incurred to convert art to an electronic format.

Photo copies: Office machine copies require touch-up.

Business cards with raised letters:

Raised letters have a tendency to appear ragged when photographically reproduced.

Pre-printed images: Pre-existing dot pattern will need to be removed.

Shiny surfaces: Imprinted items, process blue, and metallics will not reproduce.