

Digital Art Submittal Guidelines



Media

CD's, DVD's and email (10MB max per email) are acceptable.

All media submitted must be compatible with Apple Mac computers and Adobe software.
All fonts must be converted to outlines or included for our use as a service bureau.

The use of pre-flight software is strongly recommended for art containing linked files and non-system fonts.

Vector File Formats

We use Adobe Illustrator® exclusively for all drawings.

We accept files in **Illustrator CS3 format (or earlier)** for signs that include cutting processes (channel letters, exposed neon, flat-cut letters and shapes):

Adobe Acrobat (.pdf) cannot be used directly for production art. Art conversion time will apply.
PDF format will not be accepted if Illustrator was used to create the file.

Sketchup 7 or earlier, Alibre Design 12 or earlier, and AutoCAD 2010 or earlier (.dxf .dwg) can be used for reference only. Art conversion time is required for production. All plans, elevations, sections submitted in this format must have hatches and fills removed from file. Please resolve all XREF files before sending.

Bitmap File Formats

We use Adobe Photoshop® exclusively for all image editing.
Scanning and digital photography both result in bitmap images.

Logos submitted in GIF or JPEG format taken from web sites are unacceptable.

Bitmap files placed in, linked to, or embedded in vector files (ai, pdf) will require conversion.
A minimum 1 hour art conversion fee will apply if outlines are needed for cutting processes.

Photoshop CS3 or earlier (.psd .eps .tif .pdf .jpg). Please see notes on resolution below.

Large Format Printing

Please use the following guidelines for submitting files for large format printing:

We prefer native Illustrator or Photoshop files when possible. Otherwise, send CMYK .eps or .tif.

Outline or include all fonts. Include linked/placed images for layouts created in Illustrator compatible .ai or .eps formats.

Indicate any match colors such as Pantone, Matthews Paint, CMYK spot colors, etc.

viewing distance (ft)	ppi	MB / sq. ft.	intended use
20 ft + :	36	1	billboards, exterior wall murals
10-20 ft :	72	5	banners over 3 ft tall, back-lit pole signs
5-10 ft :	150	10	Interior wall displays, overhead signs, vehicle graphics
1-5 ft :	250	25	menuboards, back-lit directories, posters mounted within arm's reach