DIGITAL ART SUBMITTAL GUIDELINES

Media

♦ CD's, DVD's, USB drives and email (10MB max per email) are acceptable. We can also provide small hard drives in special situations. FTP, Dropbox or similar internet-based file sharing services are preferred. Star Signs can provide Dropbox access on request.

♦ All fonts must be converted to outlines or included for our use in production. Fonts are required for message layouts.

♦ Include all linked files. The use of pre-flight software is strongly recommended for are containing linked fines and live fonts.

Preferred File Formats

♦ We currently use Adobe Creative Cloud software, up-to-date version.

♦ Illustrator files are preferred for all cutting process, all materials.

♦ For large format printing, vector-based Illustrator files with large images will scale up cleanly. Photoshop is the preferred format with vector-based smart objects included as necessary.

♦ PDF may be used as a last resort, please see notes below.

Other Formats

♦ Adobe Acrobat (PDF) is only acceptable for quoting. The compressed nature of PDF files is destructive to the artwork. As a result, most PDF files cannot be used directly for production. Art conversion time and additional fees will apply. The only exception is to save the PDF with the Illustrator default setting—with the box checked to preserve Illustrator editing capabilities.

♦ Image files such as JPEG, PNG, and GIF taken from websites are not acceptable for production. Some pixilation and compression artifacts can be seen in these file types, so they should be avoided. TIFF and EPS images with higher resolutions may be acceptable for printing, see table below for details.

♦ Placing, linking or embedding image files in Adobe Illustrator files (ai, pdf, eps) does not automatically generate outlines. The resulting file(s) will require conversion if outlines are needed for cutting processes.

♦ We also use SketchUp and Onshape (similar to Solidworks or Inventor) for our drawing and design processes. As a result, we can also open *.SKP,*.STP/*.STEP, *dwg and *.dxf. Please send a test file to verify compatibility on these file types. DWG and DXF files require that al XREF objects are embedded. Eliminate fills and patterns. These files are only used for floor plans and elevations, not design layouts. The text from CAD software is never usable in production.

Linked Graphics and Resolution

♦ Illustrator: Include linked/placed images and fonts as separate files, please do not embed.

♦ Photoshop: Leave as many layers as possible, this will assist with color or layout adjustments in production.

♦ Indicate any color numbers to match such as Pantone, Matthews Paint, CMYK, brick or EIFS, power coat, etc.

♦ The following may be used as a rough guide to determine finished resolution. The combination of print size and resolution should yield a file size of less that 6 GB.

Viewing Distance (ft)	Resolution (ppi)	Intended Use
20 ft +	25—75	Billboards, exterior wall murals
10—20 ft	100—120	Banners over 3 ft tall, back-lit pole signs
5—10 ft	150—200	Interior wall displays, menu board, overhead signs, vehicle graphics
1—5 ft	300+	Back-lit directories, posters mounted within arm's reach

Excellence in Environmental Graphics