

# Artwork Requirements

We accept an array of formats for artwork. Following these guidelines will help us provide you with the best possible service as make it possible for us to meet your quality and delivery requirements.

If you do not have a digital file that is acceptable, our Design Team can work with you to recreate your logo artwork.

## Acceptable forms of artwork include:

1. Vector Art: These art files are scalable and once created will look the same on a business card as they will on a billboard.

\* Please convert all text to outlines, curves or paths\*

- .eps Encapsulated Postscript - saved from a vector-based program i.e. Illustrator
- .pdf Adobe Acrobat Reader - This format works well for both vector and high resolution raster files
- .ai Adobe Illustrator - CS2 or lower
- .cdr CorelDraw - 12 or lower
- .dxf Autocad 2007 or lower

2. Raster Art: Raster or Bitmap files are pixel-based and can often appear "jaggy" if the resolution is not high enough.

- .psd Adobe Photoshop CS2 or lower Leave layers/Do not flatten image
- .tif tagged image file Hi-resolution (at least 600 dpi at 1/2 size)
- .jpg Hi-resolution (at least 600 dpi at 1/2 size) may be used for smaller signs, depending on file size.

### Unacceptable forms of artwork include:

- Raster Files: .gif, .wmf, .bmp; low resolution .jpg, .eps (any of the above saved as an .eps) Any art being used on the internet
- Programs: Quark, Paint, Publisher.

### TIPS for compiling your artwork:

- We use PC computers and PC-based art software.
- MAC art files need to be exported so a PC can open them.
- We cannot use MAC Art files. These art files are either low-resolution images or from programs that are not compatible with our machines.

### TIPS for submitting your artwork:

- CD's, DVD's, Flash Drives or PC formatted portable drives.
- Email attachments may be used for many files as well
- Zipped files.

### PLEASE

ALSO SEND A PDF. File and Names of Fonts if Known

All colors for print or paint should specify CMYK, RGB and or Pantone Code.

Transmitting your files online: send to: [signguild@msn.com](mailto:signguild@msn.com)