Guidelines and Requirements of Artwork

Please read all of the guidelines and requirements. Complaints resulting from failure to follow the guidelines outlined in this document will not be accepted.

Because of variations in output and viewing devices, we are unable to accept complaints about color variations unless all color Matching guidelines (below) have been followed and included.

Artwork Submission Process

- Artwork is expected to be sent out/submitted the same day the order has been placed to avoid delays.
- After receiving your file, it will be reviewed for printing requirements. If the file does not meet all necessary requirements, you will be contacted.
- If corrections are required, you may make these changes yourself and resubmit the file or choose to have us make the corrections (if we are able to do so). Additional costs may be incurred if corrections are required to prepare your file.
- After the file has been approved we will send a proof for your approval. The proof will reflect any changes that have been made. We will proceed with printing only after your approval.
- Production lead time starts AFTER proof has been approved.

General Guidelines

- Files should be created in CMYK color mode. Converting from other modes may distort colors.
- File should be 72-125 DPI at full output size. 100 DPI is preferred
- Convert all fonts to outlines and/or include all fonts used. If unsure please send all fonts used.
- Logos and line based objects should remain in vector format whenever possible .
- Do not embed placed files or images.
- Do not embed color profiles in placed images or Photoshop files.
- Include both a layered file and flat file. This allows us to make minor corrections if necessary.
- Only send files relevant for output.

Accepted File Formats

- We only accept AI, PDF zipped files. PDF is preferred.
- Unfortunately we are unable to accept other file formats.

File Size and Bleeds

- Use the ARROW links to download design templates.
- The design templates incorporate:
    - ☒ The total visual area of the graphic. The area you will see once the graphic is installed
    - ☒ Any additional bleeds that are required
    - ☒ Any elements that will be cut out
    - ☒ Extend all images and/or background colors to the outside edge of the template
- Keep all important graphic elements (images, text, etc.) within the total visual area.

• After printing, the graphic will be trimmed. Please allow space for trimming by not placing type or logos too close to the edge of the viewable area.

Resolutions

• File must be at least 72 DPI at final full output size 100 DPI is preferred.
• All images used must be at least 100 DPI at final full output size.
• Higher resolution images are accepted, but do not generally produce better graphic output. Our printers are optimized for 72-125 DPI files.
• Do Not use web site images (jpg, jpeg, gif). These images are generally low resolution (72DPI) and are unsatisfactory when enlarged to actual dimensions. For this reason, jpeg, jpg & gif files are not accepted.
• Logos and other line or text-based objects should be in vector format, not rasterized.

Color Matching

• We use CMYK printers to create these graphics. Because of this, 100% reproduction of defined colors is not possible.

When colors are critical:

☒ Send two (2) color correct hard copy photo proof with critical colors indicated
☒ Indicate CMYK values and Pantone values, if applicable, for critical colors on the hard copy
☒ Layered file must be included
☒ When this is provided we will try our best to match required colors. Again, because we use CMYK printers to create these graphics 100% reproduction of defined colors is not possible.
☒ **Without all of the above information, color deviations as a reason for complaints will not be accepted**

• Note: Variations in color or shading are often a result of viewing on un-calibrated equipment (monitors, printers, etc.).

Submitting your Files

• Customers are responsible for sending all required artwork to **sign-in-global.**
• Preparing Files for upload
• Please compress all files and folders using the ZIP file format.
• Please upload your files to service@sign-in-global.us , customer service representative will proceed.