

## FILE PREP GUIDELINES

### ACCEPTED FILE FORMATS:

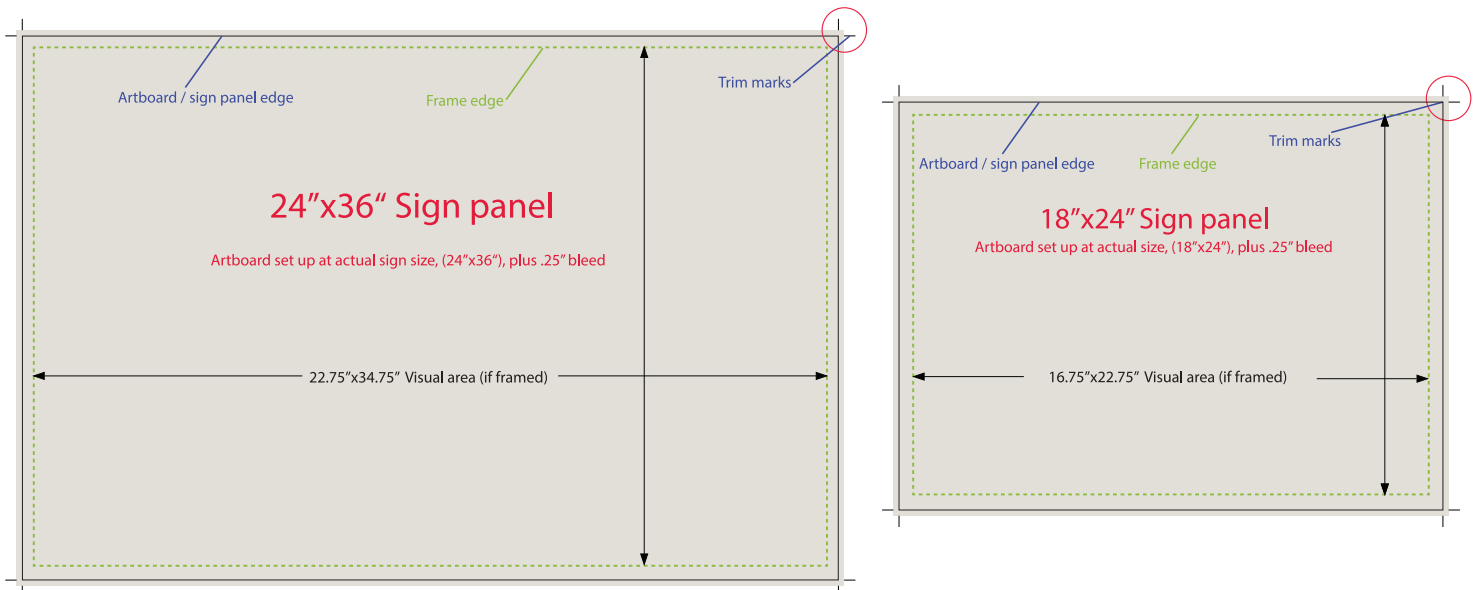
Adobe CS, Illustrator, In Design, Photoshop OR High Resolution PDF's

PLEASE NOTE:

- If created in InDesign, please provide native InDesign files in addition to PDF's.
- PDF files exported or saved from Microsoft Word, Publisher and PowerPoint are often **NOT** High Resolution PDF files and can require your additional time and attention. If you plan to submit PDF's generated from these programs, please contact us for additional information.

### FILE PREP CHECKLIST

- For panels that will NOT be framed, graphic elements (text, photos, drop shadows, or any other elements that are not intended to bleed off the edges, should be placed at least .5" from finished edges
- **Framed panels:** If your panel(s) is going to be framed, remember that the frame will cover about 5/8" around the panel. Consider what will be the **viewable** window of your sign panel and design accordingly. Overlooking potential frame coverage can result in frame encroachment.



- Panel art board setup at 100% of the final finished panel size.
- Submit individual files for each unique panel
- Fonts: submit all fonts in a font folder, or convert all text to "outlines" (preferred)
- **Placed images:** Raster images should be placed at 150-250 ppi (pixels per inch). To avoid appearing pixelated, images should be placed at 150ppi minimum at full size. Include all linked images in separate file folder.
- Bleed and trim marks: Include a minimum .25" bleed in panel artwork as well as trim marks.
- Critical color matches must be specified as a Pantone Solid Coated color. Submit a hard copy of the printed piece and/or sample of the material to be color matched.
- Shop drawings: include drawings that will clarify any and all holes sizes and locations.
- Reference Proofs: send paper or PDF proofs for reference.

### HOW TO SEND US FILES

- Create a folder and name it with your agency or project name. Be sure to include: ALL production files, links, and fonts (if your copy has not been converted to outlines – outlined copy preferred)
- Zip/Stuff the folder into a compressed archive.
- Upload to Vackersign at: <https://hightail.com/u/vackersign>