

File Prep Guidelines

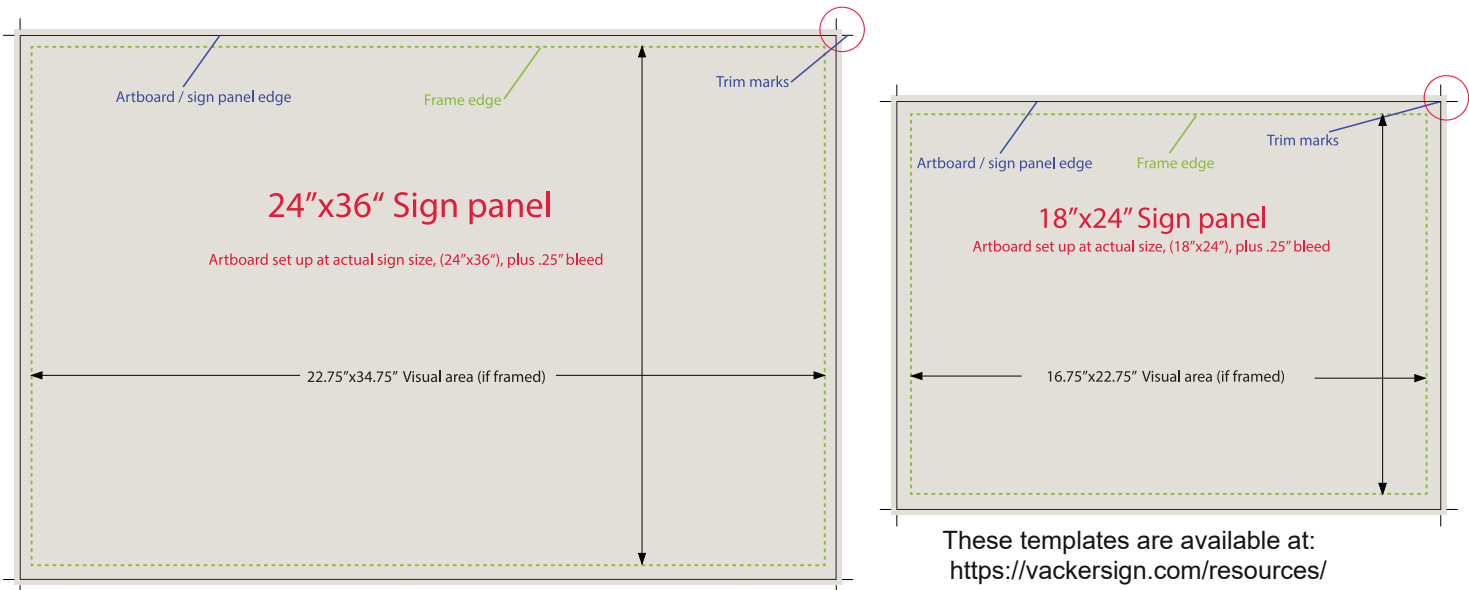
Accepted File Formats:

Adobe CS, Illustrator, In Design, Photoshop or high resolution PDF's

- Native files are preferred. Adobe CC - Illustrator (.ai, .eps), InDesign (.indd), Photoshop (.psd, .tiff)
- Hi-Res Pdf's are acceptable (with 0.25" bleed, all fonts outlined or packaged, and all image links included, or embedded)
- PDF files exported or saved from Microsoft Word, Publisher and PowerPoint are typically not suitable for commercial printing 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 Requirements

- **Framed panels:** If your panel(s) is going to be framed, remember that the frame will cover about 5/8" the panel perimeter. Consider what will be the viewable window of your sign panel and design accordingly. Overlooking potential frame coverage can result in frame encroachment.
- For panels that will NOT be framed, it's suggested that graphic elements (text, photos, drop shadows, or any other elements that are not intended to bleed off the edges, are placed no closer than .5" to finished edges. The standard finishing bevel is 1/8".



- CMYK color profile
- Art board setup at 100% of the final finished sign panel size.
- Submit individual files for each unique sign panel design.
- Fonts: submit all fonts in a font folder, or convert all text to "outlines" (preferred)
- **Placed images:** Raster images should be placed at 150-200 ppi (pixels per inch) at actual sign size. To avoid appearing pixelated, images should be placed at a minimum of 150 ppi. Embed images or 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.

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) as well as a low-resolution PDF of the file for proofing purposes
- Zip/Stuff the folder into a compressed archive.
- Upload to Vackersign at: <https://hightail.com/u/vackersign>