

To the greatest extent, the customer is responsible for the quality of the final product. By following these guidelines you will help ensure you get the desired result and will help keep art/intervention charges and turnaround time to a minimum. Please call us at **281-351-2776** if you have any questions.

## Art Creation Specifications

### Vector Files

Vector art is preferred whenever possible. Since vector images do not have the resolution/scale issues that bitmap images have, they can be scaled as large as possible without losing image clarity. Vector files should be built at 1" scale (1 inch = 1 foot). Please see Acceptable Applications list for vector programs.

### Bitmap Files

When building bitmap (raster) artwork, the higher the resolution the better. Images should be built at 1" scale (1 inch = 1 foot), and 300 dpi should be considered a minimum resolution. This insures that as your art is scaled to full size, the image quality is somewhat protected. For images less than 10 feet on a side, a higher resolution is requested. A file size of 50-150 MB should be sufficient. NOTE: WEB IMAGES ARE NOT ACCEPTABLE since the web usually uses 72 dpi images at very small scale. All scanned images should be 100-150 MB. Please see Acceptable Applications list for bitmap programs.

### Color Specifications

All images, whether vector or bitmap, should be CMYK. Use Pantone PMS colors where possible (Pantone Coated is preferred). Be sure to specify all PMS colors. PMS colors are used as a reference target, since not all PMS colors are reproducible in CMYK. All color specs will be matched to the closest CMYK color. Images received WITHOUT color specs will be produced using the CMYK values contained in the digital file. This may not produce the desired effect, since different presses and printers produce different colors using the same formulae. We do not print or match Metallic or Florescent colors.

### Use four-color blacks

To insure you get the richest, deepest blacks, code your spot-color blacks to 40-C, 40-M, 40-Y, 100-K.

### Fonts and Type

WHENEVER POSSIBLE, CONVERT TEXT TO OUTLINES OR CURVES. This will eliminate any problems with missing fonts. Otherwise, always include the fonts with your art.

### Final Note on Art

If the supplied artwork is insufficient for reproduction, appropriate artwork will be requested. Customer artwork and logos WILL NOT be rebuilt or modified without express instructions from the customer, in which case art/intervention charges will apply.

## File Formats and Applications

### Acceptable Applications

We accept files from the following applications. If the program you are using is not listed, we may not be able to use the art you send. Both MAC and PC formats supported. Items with asterisks are the preferred applications.

**Adobe Photoshop CS** or below (*bitmap*) \*  
**Adode Illustrator CS** or below (*vector*) \*  
**Adobe InDesign CS** or below (*composite layout*)  
**Macromedia Freehand MX** or below (*vector*)  
**Corel Draw 11** or below (*vector*)  
**Quark Express 6** or below (*composite layout*)

### Supported File Formats

The following list shows the file formats we support for art files. Again, if it is not on this list, we may not be able to use it.

Illustrator AI (.ai) - *vector*  
Photoshop (.psd) (layered) - *bitmap*  
Encapsulated Postscript (.eps) - *vector and bitmap*  
TIFF (.tif) - *bitmap*  
JPEG (.jpg) - *bitmap*

### Supported Hard Media

Listed below are the acceptable hard media we can use. If your is media not listed, we may not be able to use it.

CD-ROM  
DVD-ROM  
Original paper art (scans are limited to 8.5"x14")

### Supported Electronic Media

We can receive your artwork by email or FTP. **If the art is less than 2 MB in size, you may send it by email.** Otherwise send it to our FTP site. Keep file names short and related to the job.

**Email:** [prepress@signtex.com](mailto:prepress@signtex.com)

**FTP:** <ftp.signtex.com>  
username: abc  
password: def

(NOTE: a FTP client program may be needed to access the FTP site.)

**VERY IMPORTANT:** If using FTP, please email a short message to [prepress@signtex.com](mailto:prepress@signtex.com) to let us know the file name and job description.