File Submission Guidelines–Signs

We ask that you understand and adhere to these additional standards and concepts when submitting your files for signage print production:

Color–Pantone
1. Build your design files with Pantone spot color swatches to achieve the best match to that color. Do not convert the swatch to process color.
2. Digital printing only prints in process color. Pantone spot color is converted to its closest process color match available for the printing method used.
3. See "File Submission Guidelines–General" for Pantone swatch usage in your design file.

Resolution
1. Photo/graphic effective resolution as low as 150 ppi can be acceptable depending on viewing distance. Higher resolutions are preferred.

Bleed
1. Include at least 0.25" (1/4 inch) bleed on all sides.
2. For large banners, please include 1" of bleed on all sides.

Cut Lines/paths
1. Set all cut line/paths as a spot color swatch.
2. Name the swatch "CutContour".

Native Design Files
1. We prefer receiving native design files for production.
2. When submitting native design files, please provide a full package with fonts and links.
3. If submitting native files, please provide a second copy with ALL FONTS CONVERTED TO OUTLINES/PATHS.

Production Ready PDF
1. <u>DO NOT</u> include crop marks, bleed marks, registration marks, or color bars on production ready PDFs.
2. Use "High Quality Print" export Settings for the highest quality output.
3. <u>DO NOT</u> flatten transparency.

Eric Staub at 2/21/18