

To minimize production time and cost, follow these artwork guidelines. Or, if you don't have the resources of time to create your own artwork, you can send us a rough draft of what you want and we can create the artwork for you.

#### **ARTWORK REQUIREMENTS:**

1. Submit in digital format – vector or raster files – not text editor or presentation files.
2. Convert fonts to paths (or curves or outlines). Note: Text can not be changed once converted in PhotoShop.
3. Flatten or merge Photoshop layers.
4. Use CMYK formatting. Some software uses RGB as the default, so you would need to change the default to CMYK.
5. **Resolution should be  $\geq$  150 DPI at the size to be printed to insure high quality prints.**
6. All placed images need to be embedded.

#### **BLEED AND CUT REQUIREMENTS:**

1. For decals, include a bleed that has minimum of 1/4 inch beyond the crop line and a cutting mask. For double sided banners, bleed should be 1/2".
2. Crop photos to include the bleed.
3. Critical elements should be at least 3/16" inside the desired cut line or edge of the finished print.

#### **SUBMISSION SPECS:**

1. Files for digital print orders can be sent in vectored or raster format following the above artwork requirements as EPS; AI (we use CS3), CDR(we use X4), PSD or PDF files.
2. Files for vinyl decals to be trimmed and cut should be sent in vectored format as EPS, AI, or CDR files.
3. **Convert fonts to paths/curves/outlines and embed all placed images. If not converted, images may be dropped and text may be converted to the closest font available.**

#### **SUBMISSION METHODS:**

1. Deliver a CD, floppy, jump drive, etc. to our shop along with a hard copy sample of the desired output.
2. Email artwork as defined above (<500KB file size) to [Kristi@highimpact-signs.com](mailto:Kristi@highimpact-signs.com) along with a jpeg file of the desired output.
3. For files larger than 500KB - **WINDOWS USERS:** email [Kristi@highimpact-signs.com](mailto:Kristi@highimpact-signs.com) and ask her to send you our FTP instructions. **FTP CLIENT USERS:** email [Kristi@highimpact-signs.com](mailto:Kristi@highimpact-signs.com) and ask her to send you our FTP user & pw file.