

ARTWORK GUIDELINES

Please read for proper art setup before submitting artwork.

Templates

Templates are provided in Illustrator CS4 format as a .ai file.

Programs

We work with the following applications ONLY:

- Adobe Illustrator
- Adobe Photoshop

NOTE: We do not work with InDesign. We do not have the program nor does the factory work with it. Please send layouts only in Illustrator format as either pdf, ai or eps.

We work on Microsoft PC's instead of MAC's so please supply files (particularly font files) in PC compatible format.

Color

Pantone Colors: For accurate color matching, we highly recommend Pantone colors over CMYK mixes (especially for corporate logos). Convert CMYK to Pantones wherever possible.

All desired colors need to be specified. Do not use generic colors such as "green" from Illustrator. Also, do not change the color label name of the Pantone color as it is very difficult to figure out what Pantone color it was before the name was changed.

CMYK Colors: Exact color matches are not always possible particularly with CMYK. Please understand that there may be color variations & that the finished banners cannot be rejected on the basis of the color being wrong.

What you see on the computer screen (with CMYK and Pantones) is not always how the color will look when printed. Accurate matching should take place with a Pantone Guide or a color printout.

Please note: Due to the nature of digital printing, we cannot print gold or fluorescent pantones (in the 800 guide numbers). Below is a list of alternative gold and silver colors, which print satisfactorily:

GOLD 1 22m 100y 25k	GOLD 2 19m 100y 19k	GOLD 3 16c 20m 100y 25k	GOLD 4 60c 65m 100y	GOLD 5 38m 100y 25k
SILVER 1 4c 15k	SILVER 2 6c 25k	SILVER 3 6c 34k	SILVER 4 11k	SILVER 5 6c 4y 23k

Images and File Types

All photos/jpg or psd images must be created at resolution of at least 72ppi/dpi at 100% print size or at a maximum of 100ppi at 100% print size. Sending 300ppi/dpi images is not necessary and not recommended as the files tend to be huge and more difficult/time-consuming to work with (and we will generally convert them to 72dpi once we receive them anyway).

Always link image files to the artwork--never embed them. Provide them as separate files with the banner template file.

Scans - color: Convert to CMYK or Grayscale unless the file is a raster EPS that contains pantones. No RGB color.

If you are sending complicated artwork that has already been created as a layered Photoshop PSD file, then please send that file with a maximum of 5 layers @ a resolution of 72ppi so that we can alter if necessary.

Whenever possible, do not send PSD files that have layers in

them--always send a flattened PSD or JPG file as files with layers tend to be a lot larger and take a lot more time to download/work with.

EPS: Never place an EPS within another EPS

GIFS do not have a high enough resolution for Banners, nor do PNG files, generally.

JPGS with file sizes smaller than 20mb are not usually suitable for banners where the image is to cover the entire background of the banner due to their low resolution.

TIFFS should not be sent, generally, as they are always usually huge in size. It's best to send JPGS if at all possible.

Please DO NOT flatten the template markings on the artwork. These markings are for reference only. Artwork can however be cut and pasted into the outside line (bleed line) of the template.

Vectorized Artwork

Please do not supply raster/scanned artwork for logos/artwork that would have been created as vectorized illustrations.

Typographic logos and related images need to be saved as outlines in the vector format to ensure optimum print quality.

Fonts: Please convert to paths/curves/outlines or supply the font file with the artwork (converting to outlines is the preferred way, however).

Line thickness: never use hairlines, use a minimum of .1".

There needs to be enough Bleed as indicated in the templates. .7" - 3" depending on the product (PLAIN banners must have 2" all around).

Sending Artwork To Us

If the single file(s) are 10MB or less, they can be sent through email to the sales rep you are working with. Any files larger than that (or with multiple files and linked images etc.) should be sent via our FTP website that we have set up: ftp.expandsignusa.com Please contact your sales rep for the FTP uploading instructions, username and password for login.

If you have questions, please contact us at:

303.738.3200

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