

# ART SPECIFICATIONS FOR YOUR SIGNAGE

## DEFINITIONS

PDF (Portable Document Format): a file format that provides an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.

EPS (Encapsulated Post Script): a PostScript image file format that is compatible with PostScript printers

AI (Adobe Illustrator): a proprietary file format developed by Adobe Systems for representing single-page vector-based drawings in either the EPS or PDF formats.

Embed: to store a file within another file

Link: a direct connection from one file to another, activated by left clicking

CMYK: a subtractive color model, used in color printing, and is also used to describe the printing process itself. CMYK refers to the four inks used in some color printing: cyan, magenta, yellow, and key.

PMS (Pantone Matching System): Trademarked-name for a standard system of specifying over a thousand printing ink colors by number.

Raster artwork: resolution dependent images

DPI (dots per inch) or PPI (pixel per inch): This point number means that a printer can print so many points per inch (=2.54cm). Higher the value, the finer the print.

## ARTWORK GUIDELINES

*Here are some guidelines for artwork that will help us ensure that your job is produced accurately.*

### FILE TYPES

Provide print-ready PDF, EPS, and AI vector files. Providing artwork that does not meet print-ready guidelines may incur additional artwork handling.

*Unacceptable Formats: Powerpoint (.ppt), word documents (.doc, .docx., .txt.), jpg or .png*

### IMAGES & FONTS

Embed or link all images. Include all fonts or convert to outlines prior to sending print-ready artwork.

### COLORS

CMYK. PMS colors should be specified in-file as CMYK swatches. No spot colors, please. Specify PMS numbers for color matching purposes only; Color matching cannot be provided on raster artwork.

### MIN. RESOLUTION

Artwork must be at least 300 dpi when viewing at actual work size. For high quality prints, we recommend providing artwork with 600 dpi.

*Please submit any guideline questions to [chris@mrsign.info](mailto:chris@mrsign.info)*