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 vector files (PDF, EPS, and AI) or high-resolution JPG files (300 dpi). Providing artwork that does not meet print-ready guidelines may incur additional artwork preflighting fees.
Unacceptable Formats: Powerpoint (.ppt), word documents (.doc, .docx., .txt.), jpg or .png

IMAGES & FONTS
For AI files, please embed or link all images. Include all fonts or convert to outlines prior to sending files.

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 kiley@mrsignpittsburgh.com