
Digital File Preparation

General Guidelines

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Acceptable File Formats We prefer native Adobe Illustrator, InDesign and Photoshop files. If you are working outside of the Adobe Suite we require either a high resolution .eps or press ready .pdf file. If you have any questions about the applications you are using feel free to contact us to discuss your files.

File Set Up Set up your files at 100% with at least 1/4” of bleed on all sides. If your panel will be installed in a frame make sure that you account for the frame coverage. Feel free to work in the color space that you prefer, we have to color correct all files sent to us to print correctly in our work flow so the starting point doesn't matter. If your signs have holes, insert locations or a contour cut we prefer these elements be built in a vector graphics program like Illustrator.

Placed Files (Links) Raster images (photographs) should be at or near 300 DPI at full size, on larger signs files as low 150 DPI can still produce good results. If you have an image at a questionably low resolution you can send it to us and we can determine if it will produce acceptable results. Please do not embed links if possible. It's easier for our staff to color correct and assess the quality of linked files if they are sent with the job.

Fonts We accept all font formats.

Color Matching If you have specific color matching needs we need to be provided with either a hardcopy proof or a Pantone color swatch needs to be specified in your digital file. Please note that if you specify a Pantone color in your file we will assume that you have the corresponding swatch book and know what the printed color actually looks like. This is important because many of the swatches represent themselves on screen much differently then they do in print.

Collection Please collect all layout files, links and fonts and organize them in a logical manner. If you are working in InDesign using the “Package” function will collect everything for you. Create a low resolution PDF of each layout and name them “for reference” or something similar. We will reference these files for line breaks, drop shadows, transparency etc. We will not use these for color.

Delivery Once you have everything ready you can either burn a disc and put it in the mail, e-mail the files to us if they are small enough or contact us to get our FTP information.