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# FILE SUBMISSION GUIDELINES

## CHECKLIST

- A**  SUPPORTED SOFTWARE/FILE TYPES
- B**  FILE TRANSFER METHODS
- C**  FONTS/LINKED GRAPHICS
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- E**  FILE STUFF/ZIP
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### A SUPPORTED SOFTWARE/FILE TYPES

All previous program versions up to the versions listed below are acceptable file formats. (ie: Illustrator 10, InDesign CS2 etc.)

PC SOFTWARE	FILE TYPES	MAC SOFTWARE	FILE TYPES
Adobe Illustrator CS5	.ai/.eps	Adobe Illustrator CS4	.ai/.eps
Adobe InDesign CS5	.indd	Adobe InDesign CS4	.indd
Adobe Photoshop CS5	.psd/.jpg.tif	Adobe Photoshop CS4	.jpg/.psd
Adobe Acrobat 9 Pro	.pdf	Adobe Acrobat 8 Pro	.pdf
Casmate 6			
Gerber Composer			
FlexiSIGN PRO 7.5			
VisionPro 7			

### MISC. SOFTWARE/FILE TYPES

These programs are not recognized by Sign Design as generating reliable, quality graphics. Graphics sent in these formats will require recreation which may incur a design charge dependant on the complexity of the graphics. If you would like to submit a file type not listed here, we will do our best to work with that file, but we cannot guarantee the file will be compatible with our software.

Note: Files saved from a website are not production quality and are not suitable for printing.

PC SOFTWARE	FILE TYPES
Microsoft Office	
Publisher	.pub
Excel	.xls/.xlsx
Word	.doc/.docx
PowerPoint	.ppt
CorelDraw 13	.cdr
AutoCAD	.dwg/.dxf
Web File	.gif/.png/.jpg

### B FILE TRANSFER METHODS

- EMAIL**  
file size up to 10MB (megabytes)
  - CD/DVD**
  - USB Flash Drive**
  - FTP** (no file size restrictions)
    - Host Address:** ftp.signdesigninc.com
    - User Name:** contact your sales representative
    - Password:** contact your sales representative
- From a PC  
access via FTP Client (ie: CuteFTP)  
or Microsoft Windows Explorer  
(will not work with other browser types)
- From a Mac  
access via FTP Client only (ie: Fetch)

**C**  
**FONTS  
& LINKED  
GRAPHICS**

When sending files containing fonts or linked graphics (such as Illustrator or InDesign), please provide all fonts in a separate folder. Keep all graphics linked to the file and provide them in a separate folder. Do not embed the graphics. It is recommended that files containing additional fonts/graphics should be stuffed or zipped prior to uploading to the ftp.

■ **PROVIDING FONTS** (preferred)

Providing fonts enables Sign Design to alter the text/layout if changes are requested.

Always stuff/zip fonts prior to sending.

Provide all fonts in a separate folder.

■ **LINKED GRAPHICS** (preferred)

Linking graphics enables Sign Design to alter the color/graphics more easily, to ensure a more accurate print, if required.

Keep all graphics linked to your master files and provide them in a separate folder.

■ **CONVERTING FONTS TO OUTLINES**

Converting fonts to vector does not allow for text editing by Sign Design, and may restrict the modification of the layout if required.

Fonts do not need to be sent with file.

■ **EMBEDDED GRAPHICS**

Embedding graphics creates a larger file size.

Does not allow ease of altering images if color correction/editing is needed to produce a higher quality print.

**D**  
**GRAPHICS  
RESOLUTION**

Our large format printers produce graphics at a minimum of 300dpi. For best results, provide the file as close as possible to this resolution. Note: files set up at 1/2 scale will need double(600ppi) the resolution, 1/4 scale (1200ppi) and so on. If your file is a higher resolution than what is specified here, do not lower the quality, we will adjust the quality as needed for output.

We understand providing graphics according to these guides may not always be possible due to a large file size or a high resolution of the graphic may not be attainable. When this is the case, provide the graphics in their native (original) format and resolution.

We will do our best to work with that file and inform you if the graphic quality is not suitable for the project.

**E**  
**FILE  
STUFF/ZIP**

Large files or files containing linked graphics or fonts should be compressed into a .zip or .sitx file prior to file transfer. This assists in a faster transfer and reduces the chances of font/graphics becoming corrupt during the transfer.

**F**  
**DOCUMENT  
SIZE**

Whenever possible, all files should be set up at full size or an even ratio of full size.

Example: A 12" x 18" or 8" x 12" file will both correctly enlarge to a 24" x 36" file.

Files which do not scale up accurately may require time to reformat. **Not all files may have the ability to be reformatted.**

**G**  
**COLORS**

■ **GRAPHIC TYPE**

Photo (ie: .jpg, .psd)

Vector (ie: .ai, .eps)

**COLOR MODEL**

RGB or CMYK

PMS(preferred) or CMYK

■ **COLOR MATCHING**

RGB or CMYK colors cannot be color matched.

If a color match is required, you may provide a:

PMS Color (coated colors preferred)

Benjamin Moore/AKZO Nobel or other paint color

Hard copy of the color to be matched

■ **PREMADE/STOCK COLOR OPTIONS**

Stock colors are available for the following:

Vinyl (pressure-sensitive)

Aluminum/Acrylic/PVC

Paint (Ben Moore/AKZO Nobel)

AWNINGS • BANNERS & FLAGS • BUILDING SIGNAGE • DIGITAL PRINTING • EVENT & TRADE SHOW SIGNAGE • INTERIOR SIGNAGE • NEON •  
POINT OF PURCHASE • POST & PANEL • PYLONS & ELECTRONIC MESSAGE CENTERS • SERVICE & INSTALLATION • VEHICLE GRAPHICS

DESIGN | BUILD | INSTALL • QUALITY | SERVICE | SOLUTIONS