

# signeffects

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## Guide to Acceptable File Formats

The type of artwork that Sign Effects requires to produce your sign will depend on what type of sign you're getting. If it will involve shapes (such as lettering on a glass door or perhaps dimensional letters behind your reception desk), then we will require vector art.

The preferred formats are Adobe Illustrator (.ai , .eps , .ps ) or Encapsulated PostScript (.eps ), PostScript (.ps ) or Corel Draw (.cdr , .cmx ) Freehand is acceptable (.fh # ). InDesign (.indd) may be acceptable, if all relevant elements are vector-based. Adobe Acrobat files (.pdf) may be acceptable, depending on the source application (i.e. Illustrator or Corel Draw); however, having the art in its original format is always preferred.

For all of these formats, all text needs to be converted to curves (or outlines, or paths, depending on the program) . This is particularly critical if your artwork is Macintosh-based, as Microsoft Windows fonts may not translate accurately; and Mac fonts are often unusable on a PC (Even if you are using OpenType fonts, they may not identify correctly.) Embedding the font in the file is not an acceptable substitute for conversion. Strokes should be outlined as well. (NOTE: Mac users, please save your file with the appropriate extension, noted above; or let us know what application was used to create your artwork.) If your logo incorporates type (as many do) and it cannot be provided as vector art with the text converted, please identify the font(s) used, or we will not be able to accurately reproduce your logo. If you are a PC user, send us the font if at all possible.

If your artwork is intended to be a specific size, please set it up at that size if possible (and please indicate such). If not, please specify a scale and provide all pertinent dimensions.

Image file formats (.tif, .jpg, .gif, .bmp) are generally not acceptable, unless at a very high resolution. Importing/placing an image file into a vector graphics program does not change the file into vector art. HOWEVER-

If your sign involves an image, or is to be printed from our large format printers, then image files will be acceptable. Please provide your image files in as high a resolution as possible; enlarging a low-resolution file will only magnify any problems that exist with your art. For this reason, Web page art and scanned or faxed art are rarely acceptable.

Word Document files (.doc, .docx, .dot etc.) are not acceptable. (This applies to other document types such as OpenOffice, WordPerfect, etc.). Powerpoint (.ppt) is not acceptable, nor are page layout programs such as Quark or Pagemaker. Generally speaking, if it hasn't been discussed above, it's not usable.

Please note that there are always exceptions, but following these guidelines will eliminate the vast majority of problems. Our designers are always happy to review your art for potential problems, or attempt to help you with technical issues.