

DIGITAL FILE GUIDELINES

ACCEPTABLE SOFTWARE

- Adobe Illustrator (Vers 8.0 or Lower)
- Adobe Photoshop
- Corel Draw (Version 12 or Lower)
- Freehand (.EPS)
All Files must be formatted for PC (Cannot except Mac formatted files)

FILE TYPES

- Rastor: Any file ending with .JPG .TIFF .PSD or .GIF
- Vector: Any file ending with .EPS .AI .PDF or .CDR

Vector files are the preferred method of file type used by most large format printers. In the case of cut vinyl lettering or graphics vector is the only accepted file type.

FONTS

Please convert your fonts to Vector Graphics before sending an electronic art file.

- Convert to Curves - Corel
- Create Outlines - Illustrator.

FILE TRANSPORT

Email To: actionplussign@yahoo.com

COLOR MANAGEMENT

Please use the Pantone Matching System (PMS) whenever possible in order to achieve the best color matching with your file. Understand that color is device dependent and the same PMS color will look different depending on the machine and substrate. Talk with us and ask to see a PMS or vinyl color chart to help determine what is the best color combinations best suited for your sign project.

When sending files for digital printing, please make sure to convert all your colors to CMYK

*Please note that digital printing machines use four color process and some Pantone colors are impossible to match due to the color conversion, issues of that nature can be dealt with on a case by case basis.

PRINT READY FILES

- Must be supplied full scale and or proportional to output.
- Must be in a four color CMYK format or have PMS numbers called out
- Must have fonts converted to outlined
- Must have all bitmap images embedded
- Must be at least 100 dpi unless the print will be viewed from a greater distance than 10'

DISCLAIMER

Action Plus Sign Company is not responsible for:

Discs lost in transit

Color matching when no PMS numbers were given or specified

Damage to materials in shipment

Non print ready files

Spelling errors in a file not typeset by us

Spelling errors in a file signed off on by the client

Errors in layout of a file signed off by the client

Missed deadlines on account of client not giving approval on artwork and or not being available to answer questions.

Bitmap Images ~ Viewing Distance and Minimum DPI (Dots Per inch)

The following Chart Illustrates standards for minimum image DPI at full size, to maintain image quality and clarity at particular distances.

Viewing Distance Chart

Viewing Distance	1-5 feet	6-10 feet	10-14 feet	15 or more feet
Minimum DPI	300 dpi	100 dpi	50 dpi	25 dpi



SIGN COMPANY

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