

Guidelines for Designers

How to Make Perfect Print-Ready Artwork for Signs and Large Scale Graphics

Version 1.0

Thank you for choosing FASTSIGNS of Olathe to produce your signs and graphics. We're pleased in the confidence you've shown in us and want to honor that by producing the highest quality graphics for your needs. You can help us accomplish this goal by providing us with high quality artwork.

The following guidelines are intended for your graphics design professional.

File Formats

We accept both Mac and PC files and can work with most software. However, we are able to produce better results for you with certain software programs and file formats. In order of preference, these are:

	Vector Art	Raster Art
Best Result	Adobe Illustrator .AI	Adobe Photoshop .PSD
Alternative Format	Encapsulated Postscript .EPS	Tagged Image File Format .TIF
Usually Acceptable	Adobe Acrobat .PDF	Joint Photographic Expert Group .JPG

Please Avoid: Microsoft products (Publisher, PowerPoint, etc.). These rarely scale acceptably to large sizes.

There is an extra fee for these file formats. Even if output to a .pdf file, these same scaling issues will exist.

Color

For Illustrator and other vector-art software, we recommend CMYK color mode. For Photoshop and other raster-art software, we recommend RGB.

Spot colors should be made with the Pantone Solid Coated library for the most precise color match.

Size & Scaling

When possible, prepare artwork at full size. Let us know if any other scaling is used.

Raster artwork should be at 100-150 dpi at the finished size. *Be aware that larger DPI's will not improve the quality of your product and will only unnecessarily increase your time to prepare and send the artwork to us.*

Fonts

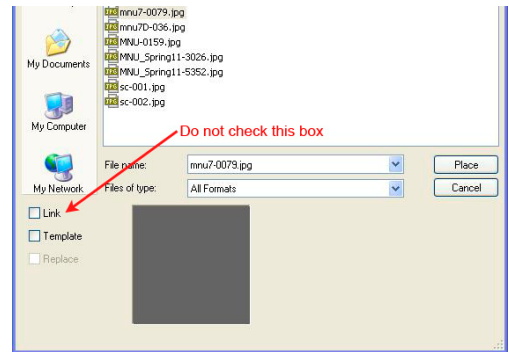
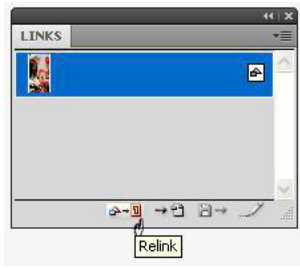
It's important that you convert all fonts to curves before sending us any art. In Illustrator, you can do this simply with the two commands: **Select>All**, **Type>Create Outlines**.

In Photoshop you can accomplish this with the commands: **Select>All Layers**, **Layer>Type>Convert to Shape**.



Embedded Images

If you “Place” images in your file; make sure they are embedded and not linked. The image to the right shows Illustrator’s Place dialog box. Make sure the Link checkbox is clear.



If you’ve already linked your placed file, you can remove the link and embed the image instead. From the Links window, select the previously linked image and click on the Relink button at the bottom of the window. You’ll then re-select the image from the Place dialog box, but this time leave the Link option un-checked.

Crops & Bleeds

We do not require crops or bleeds. We’ll add them to the artwork as necessary during the production process.

Illustrator Effects

The Effects menu in Illustrator can make some very attractive and useful enhancements to your image. Unfortunately many of the effects do not render correctly on Postscript printers. Please let us know in advance if your artwork contains any of these effects so we can produce your product correctly the first time.

Uploading Your Artwork

There are several ways to conveniently send your artwork to us. For files smaller than 10MB, you can simply email the art to 406@fastsigns.com. For larger files, please use this link to send the file:

<https://www.sendthisfile.com/f.jsp?id=4MEPfvJmrHFndMyuU28Nxhk7> (to make it easier, this link is also included as an icon at the bottom of all emails we send to you.)

Proofs

We want to make sure that you get exactly the finished product you expect. For that reason we’re happy to provide proofs. However every proof cycle requires additional time and resources to complete. For that reason the first two proofs are always provided at no charge. There will be additional charges for all subsequent proofs.

Other Questions?

Was there something we forgot to cover? Please feel free to contact us for additional information at 913.768.8900 or by email at 406@fastsigns.com. We’re happy to help!

