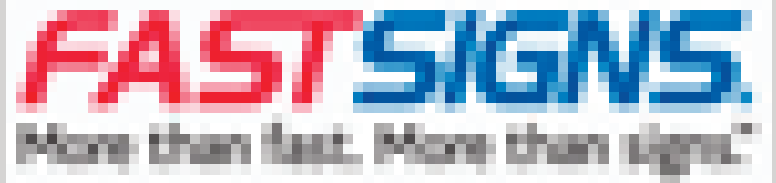# ARTWORK REQUIREMENTS

RASTER vs. VECTOR

At FASTSIGNS we take pride in every job we produce, no matter the size, cost or use. In order for us to produce the best results we might ask you for a certain type of digital art. This sheet will explain to you what we need, and why it's important to the outcome of your new investment!

When you take a small raster file, such as a .jpg or .gif and blow it up to fit a large sign, you lose clarity and it becomes very pixilated. Although these files may look great on your website or business card, they were not meant to be scaled.

When using vector art, your file can scale to ANY size without ever losing clarity or resolution! These files come in many different types, but we commonly use .ai, .eps, and sometimes a .pdf document can be vector, too.

In a perfect world, you have a copy of your vector artwork from the original designer or a previous job. We do realize however that this is not always the case. If you come to the conclusion that the vector art is not available there are several things we can do to still produce a great result.

Here are a few tips to help you out in this process...

1 Ask around the office, someone might have it.

2 Do a search on your computer for *.eps or *.ai
often times you cannot open these files and might overlook them!

3 Send an e-mail to the person who made your logo explaining what file type you are looking for.

If all else fails...

We can re-create your logo or art in a vector format for a design fee. Once completed you can request a copy of this file at no additional charge. It's yours to keep! Contact a FASTSIGNS team member today to get your logo re-created.

FASTSIGNS | Racine
More than fast. More than signs.

If you have a photo you'd like us to reproduce...

300 dpi (Best)

150 dpi (Okay)

72 dpi (Worst)

72 dpi to 300 dpi (Not a good idea)

Please send all photos in a high resolution file. Providing us with a low resolution file will result in a poor product.

Usually 72-150 dpi is used for the web, while 300 dpi and higher resolution photos are best for print (especially large scale printing.)

If you are concerned about how to send large files, you can go to our website www.fastsigns.com/2108. See buttons on right side, click on "Upload Files" and follow directions. We can also use WeTransfer, Google Drive and Dropbox. Ask your Sales Representative if you have further questions on sending any files to us.
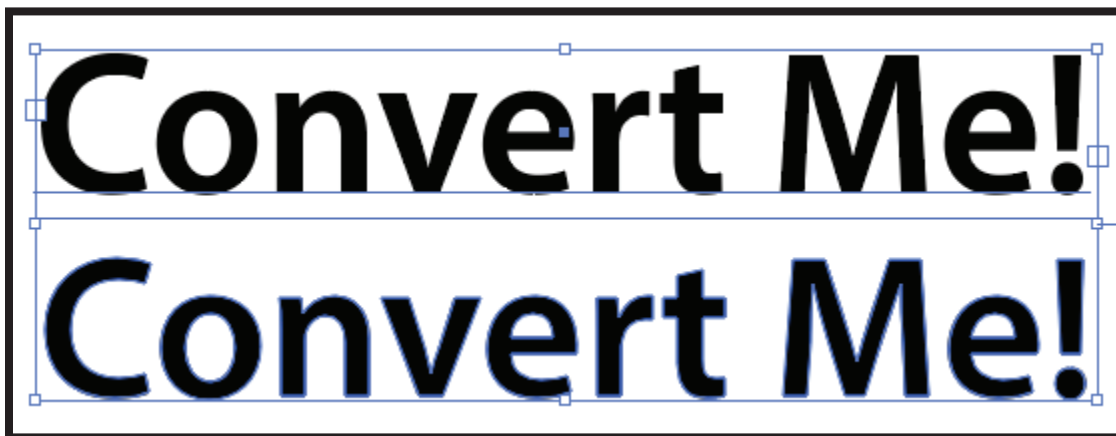
Do you have a font with your artwork?

Please send artwork with all fonts converted to curves/outlines. This is the vectorized version of the text. Why is this necessary? It prevents our Creative Team from having to match the font you have on your original artwork. When sending a file over, if our computers don't have the font file name packaged in the artwork, an error will show and will be auto filled with a default font. If you do not have access to Adobe Illustrator, we could purchase or download the font for an additional fee.

QUICK TIPS:
To convert text to curves on PC: Shift + Ctrl + O
To convert text to curves on Mac: Shift + Command + O

FASTSIGNS | Racine
More than fast. More than signs.

Are you worried about color matching?

Please send all files color set to CMYK (Cyan, Magenta, Yellow and Black) mode. Illustrator files must have all colors used converted to CMYK. All photographic files used in artwork must be saved in the same color mode.

QUICK TIPS:
What is the difference between RGB and CMYK color modes?
RGB is strictly used for computer/digital formats.
CMYK is best for printed materials.

What about Pantone (PMS) color mode?

Great question! When PMS match is required, a test print should be ordered. An additional cost may apply.

We do our best to match, but may not be able to guarantee on the final product. Please note, what you see on the screen will print a little differently. Also, depending on the material the artwork is printed on, the colors might come out differently as well.

This is what RGB
looks like on your screen:

This is what RGB
looks like when produced:

FASTSIGNS | Racine
More than fast. More than signs.

One last thing...

We don't accept Microsoft Powerpoint, Word, Excel, .gif or .bmp as artwork files.
(You may use Word or Excel for copy/text going on your design)

We only work with .eps, .ai, .pdf or a high resolution JPG files for printing purposes.

Have further questions?

Please contact your Sales Representative or our office, and one of our Creative Team members will be happy to help you out.