

P R O F E S S I O N A L SIGN & GRAPHICS

Artwork Guidelines

Acceptable File Formats

JPG, TIFF, PDF, *Illustrator CS & Photoshop CS*

InDesign, Quark, Freehand, CorelDraw, Word, Powerpoint, Excel and Publisher files **will not** be accepted. A creative design fee will be charged if provided files need to be fixed or altered to meet guidelines.

File Preparation

Design your document at 100% size. If this is not possible, create it at either 50% or 25% of the final size. Make sure that image resolution is considered when working at less than 100% scale (50% layout = 2x image resolution; 25% layout = 4x image resolution). *Please provide the scale and final dimensions when submitting artwork.*

Embed **ALL** linked images and artwork.

Do not downsample images when saving files in PDF format. Do not use any type of compression when saving files in JPG or TIFF format. Always save your files at maximum quality.

Illustrator special effects such as glows, transparencies, or drop shadows are not recommended. These effects have unpredictable results when printing in our system. Photoshop is preferred when using these special effects. ***If you are unable to use Photoshop for such effects, you MUST flatten transparencies in your Illustrator file before submission.***

Do NOT Overprint any portion of your artwork.

Overprint will only cause elements of your artwork to disappear when processed for digital printing. *PSG is not responsible for misprints due to Overprint errors.*

Font Specifications

All Fonts and text must be converted to outlines.

Color Specifications

All files are printed in CMYK format. Please submit files with a CMYK build. Please provide a hard copy proof of the artwork being printed. If you are unable to provide a hard copy proof, your project will be printed using a "Pleasing Color" standard. If Pantone colors need to be matched please specify on purchase order or hard copy proof. All critical Pantone colors need to be called out in the file as Coated or Uncoated swatches. A creative design fee will be charged for all color matching.

If color matching is required for Photoshop files please provide a layered file. A creative design fee will be charged to correct flattened Photoshop files.

Orders without indication of CMYK colors, Pantone colors, or supplied hard copy proofs are NOT guaranteed for color.

Proofs

Electronic proofs are standard. Press proofs are available upon request, fees apply. Press proofs add an additional two days to the production/installation timeline.

Resolution

All raster files must be at least **150 dpi** at 100% print size. Please contact the Professional Sign & Graphics Production Manager for exceptions.

Cut Vinyl Graphics

All of the artwork must be set-up as vector files with fonts converted to outlines. No gradients are accepted for cut vinyl. Please specify vinyl colors or choose cut vinyl colors from our vinyl color guide.

Submitting Artwork Files

Files are accepted by Email (up to 10MB), CD or USB jump drive. Files larger than 10MB must be uploaded via www.thesignpros.com

Murals | Wall Graphics | Tradeshow Popups

Mural files **must** be built as one file. Do not panel artwork. Note where panel breaks are located and try to minimize the amount of type that crosses over the panel breaks.

Bleed Specifications

All graphics produced require specific bleeds. Below is a general outline for the required bleeds - Templates Available.

- **Full Color Banners and Rigid Signs** - 1" bleed
- **Mural Popup Files** - 3" bleed
- **Tension Fabric Displays** - 2" bleed, keep all critical information at least 2" in from the visual edge of the graphic.
- **Inkjet Opaque/Transparent Graphics** - 1" bleed
- **Banner Stand Graphics** - Please request templates for the banner stand ordered.
- **Vehicle Wraps** - each vehicle has specific bleed requirements. Please request design templates for your vehicle.

P R O F E S S I O N A L SIGN & GRAPHICS

Fees & Policies

Fees

Customer provided artwork that adheres to our Artwork Guidelines will not be charged any set-up, pre-press or artwork fees. (see *PSG Artwork Guidelines*)

\$55.00

RUSH FEE

A rush fee is charged when a job must be prioritized over other work and completed within a 24 hour period. PSG does not offer same day services. Rush fees only apply to signs, banners and print graphics that can be produced in house and within the given time constraints. This fee may be increased depending on current workload and customer's particular rush need.

\$31.50

SETUP FEE

The setup fee is the cost associated with preparing customer supplied design elements for our print and production workflow. These design elements include logos, pictures, brand graphics, etc. Setup times are estimated between 20 - 30 minutes per order. **An electronic proof is included with one revision.** Setup fees are waived for repeat orders, school and youth organizations. The setup fee does not apply to creative or design services such as logo design, artwork recreation or complex layout design.

\$47.50

PRE-PRESS FEE

The pre-press fee is the cost associated with preparing customer provided artwork files for print production. This includes, but is not limited to, scaling, cropping, CMYK conversion, formatting, margins, image resolution checks and contour cut preparation. **An electronic proof is included with one revision.** Pre-press fees are waived for repeat orders of the same artwork. Correcting customer copy, logos or photographic elements are not included in the pre-press fee.

\$95/hr.

CREATIVE DESIGN FEE

Creative Design fees are billed hourly. Creative design includes logo creation, brand graphics, extensive and complex layout design, menu boards, vehicle wraps, etc. Creative Design customers will not be billed setup or pre-press fees. **Electronic proofs are included with two revisions.**

\$47.50

PRESS PROOF FEE

Press Proofs are hard copy proofs using the chosen production materials. A scaled version and 100% swatch of the artwork or design is produced. The press proof fee only covers one hard copy proof. Any changes made to the artwork, colors, design or materials requiring additional press proofs will incur additional fees. *Press proofs add two additional days to the production/installation timeline.*

\$95/hr.

SITE SURVEY FEE

Site Surveys are an on-location service that PSG offers. Site surveys are needed to measure and photograph buildings, exterior/interior walls, potential install sites, vehicles, trucks and trailers. Signs involving municipal permits require a site survey. **Fees for surveys conducted within a 5 mile radius of Professional Sign & Graphics are waived.**

Policies

Orders totaling less than **\$500** must be paid in full when placing your order. For orders over **\$500**, a 50% deposit is required. The order balance is due upon completion, pick up, installation or shipping.

Vehicles, Trucks & Trailers *must* be measured and photographed in person before an estimate or pricing can be provided to the customer. If the customer can not bring the vehicle, truck or trailer to Professional Sign & Graphics location, then a site survey must be conducted, fees apply.

Installations are allowed one cancellation and re-scheduling free of charge. Additional cancellations requiring re-scheduling are charged **\$25** per occurrence. Installations include vehicle, truck and trailer wraps or graphics performed at our location as well as on-site installations of window and wall graphics, dimensional letters, ADA signage, etc.