

# Artwork Guidelines

## Signs

Artwork for dimensional letters, logos, cut vinyl and routed letters/logos must be provided in a vector format. Vector images are made up of geometric shapes (lines, ellipses, etc.) encoded as mathematical formulas. This allows the images to be read by our computerized machines.

### Acceptable File Formats

CDR - Corel Draw  
AI - Adobe Illustrator  
EPS - Encapsulated PostScript  
PDF - Portable Document Format (Adobe Acrobat Reader)

### Specific Notes for File Formats

There are two types of EPS & PDF files. One is a vector based graphic file that can be opened and easily edited for type, color, etc. These files are generated in programs such as Corel Draw and Adobe Illustrator and can almost be infinitely scaled in size without degrading the quality of the output. The other EPS/PDF is an image file format made up of pixels (dots, squares or rectangles arranged on a grid) with a set resolution. It can be generated in a multitude of image editing programs. Increasing the size of the image can significantly degrade the output quality if it is scaled beyond the set resolution.

### Fonts

Please ensure that all fonts in your file have either been outlined, or have been included with your artwork.

## Digital Prints

Artwork for digitally printed images may be submitted as a bitmap image or a vector image. A bitmap is an image file format that consists of colored pixels on a grid. Like a photograph, a bitmap image output quality will become degraded if it is scaled beyond the set resolution.

### Acceptable File Formats

CDR - Corel Draw  
AI - Adobe Illustrator  
EPS - Encapsulated PostScript  
PDF - Portable Document Format (Adobe Acrobat Reader)  
PSD - Adobe Photoshop  
Other - TIFF, JPEG & BMP

### Images (RGB or CMYK)

Make sure all images are saved as CMYK not RGB. RGB colors displayed on screen will always appear differently when output in CMYK. Supply Pantone references for color matching where necessary and do not rely on CMYK conversions made by software. Remember only 15% of Pantone color can be accurately rendered using CMYK and Pantone references are only a starting point for the color matching process. Color samples are available upon request.

### Output

In order to achieve the highest quality print, artwork should be supplied with adequate resolution. Resolution is affected by size. Ideally, images should be supplied at 100% finished size with a resolution of at least 150dpi. Where a large finished file size is concerned, this may not always be possible, in which case a compromise in resolution should be made at your discretion.

### Minimum Size Guidelines

100dpi @ 100% - 200dpi @ 50% - 400dpi @ 25% - 500dpi @ 20%

Note: We do not recommend artwork taken from the internet. It is generally saved as a small file at 72dpi and is degraded when scaled to a larger size.

**Plain Black Areas**

Try not to use plain black for large areas of black in your document. Use a rich black (screen mix: 30% cyan, 30% magenta, 30% yellow and 100% black) for black areas. Stay away from rich black on type smaller than 36pt. or thin lines of graphics.

**Illuminated Images**

Backlit images will change color when illuminated. Printing your original image as submitted will become lighter at night. Our process to compensate for these images is to manipulate the color by saturation. Color saturation may make the image appear darker during the day. Please specify if you would like the final output to match your image colors better during the day or at night.

**Sending Artwork**

Artwork may be emailed as a digital file to your project manager or to [teamdesign@securitysigns.com](mailto:teamdesign@securitysigns.com). Larger files may be saved to a CD ROM and sent to Security Signs 2424 SE Holgate, Portland, Oregon 97202.

Questions about artwork? Call Jennifer Ford at 503-546-7117

