

# FILE SUBMITTAL GUIDELINES

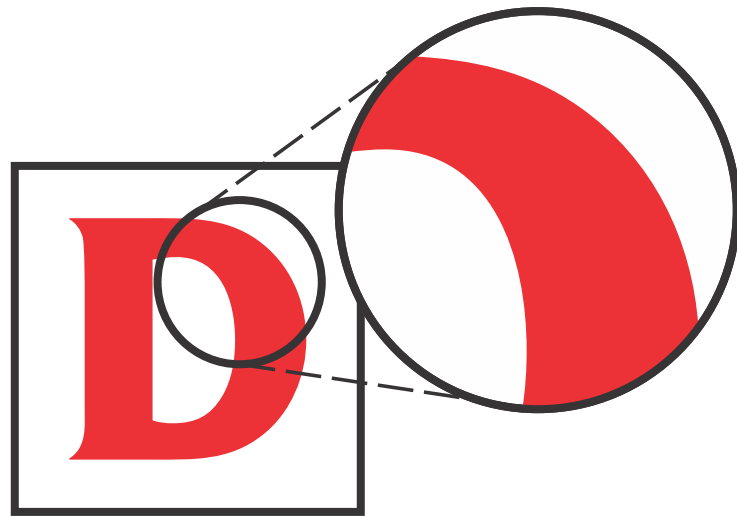
## 1 VECTOR ART GRAPHICS ARE REQUIRED TO ENSURE ACCURACY

### VECTOR GRAPHICS

are sharp, clean and can be easily scaled to any size without loss in quality

### TYPICAL FILE TYPES:

.ai / .eps / .pdf / .svg

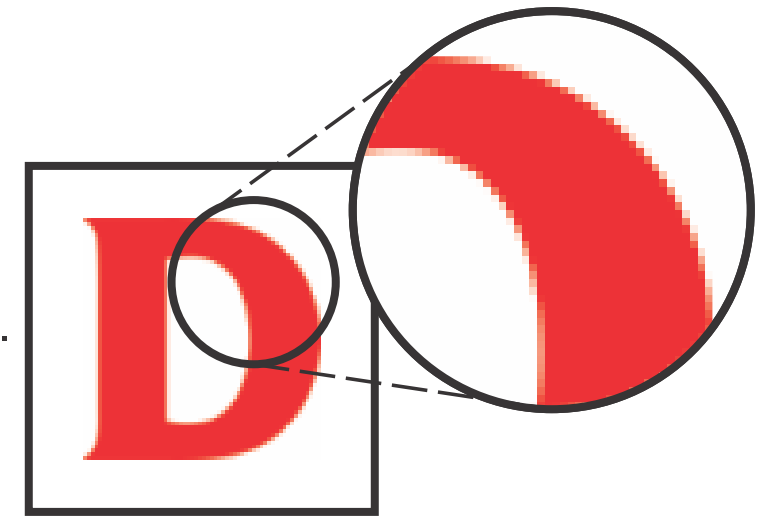


### RASTER GRAPHICS

or **BITMAPS** are pixelated and cannot be used for production.

### TYPICAL FILE TYPES:

.jpg / .gif / .png / .tif



**NOTE:** These filetypes do not guarantee the art within the file is vector graphics. Please check and confirm the artwork is vectorized prior to submittal.

## 2 ALL LOGO VECTOR GRAPHICS COLORS MUST BE CONVERTED TO PANTONE (PMS) COLORS

**NOTE:** Other color systems(ex: RGB or CMYK) are not suitable for production. All printers and monitors will display colors differently. The Pantone Matching System is vital to ensuring accuracy in maintaining your company's identity.

## 3 FILE SPECIFICATION INFORMATION:

To reproduce your logo as a sign, only certain file formats can be used. Referencing the logo file's extension (i.e., mylogfile.jpg), one of the most common file formats is a .jpg (jay-peg). This format is made up of a grid of pixels. Its main use is for electronic displays. Since this file is a pixel based format, also called a "raster" image, the original size cannot be enlarged without image pixilation and it is non-editable. This format can NOT be used in sign fabrication.

## 4 THE REQUIRED FILE FORMAT FOR A SIGN IS A "VECTOR" IMAGE, COMMONLY WITH FILE EXTENSIONS OF .EPS, .AI, .CDR OR .PDF.

Unlike .jpg images, vector graphics are not made up of a grid of pixels. Instead, vector graphics are comprised of paths, which are defined by a start and end point, along with other points, curves, and angles along the way. A path can be a line, a square, a triangle, or a curvy shape. These paths can be used to create simple drawings or complex diagrams. Paths are even used to define the characters of specific typefaces. Because vector-based images are not made up of a specific number of dots, they can be scaled to a larger size and not lose any image quality. If you blow up a raster graphic, it will look blocky, or "pixelated." When you blow up a vector graphic, the edges of each object within the graphic stay smooth and clean. This makes vector graphics ideal for logos, which can be small enough to appear on a business card, but can also be scaled to fill a billboard.

## 5 ACCEPTABLE "VECTOR" ART FILE FORMATS:

.eps Encapsulated Post Script  
.ai Adobe Illustrator  
.cdr CorelDraw  
.pdf Portable Document File