

## FILE GUIDELINES FOR SUBMITTING YOUR ARTWORK

In order to minimize production delays & to ensure the accuracy of your logo/artwork, Express Signs offers the following guidelines for submitting your art files:

### SOFTWARE FORMATS ACCEPTED:

- **Adobe Photoshop – CS2 & earlier versions**
  - File Formats:** EPS, PSD, PDF, TIFF
  - Color Format:** CMYK - four color process ( not RGB )
  - Resolution:** min. 72 dpi at 100% - max. 300 dpi at 100%
- **Adobe Illustrator – version 9 or earlier**
  - File Formats:** AI, EPS (all text converted to outlines or include fonts)
  - Color Format:** CMYK – four color process ( not RGB )
  - Resolution:** min. 72 dpi at 100% - max. 300 dpi at 100%
- **PDF Files** - High resolution with fonts outlined or supplied with file.

### DIGITAL MEDIA: CDs, DVDs, Flash Drives

Smaller files ( under 4mb ) can be emailed to [artwork@expresssigns.com](mailto:artwork@expresssigns.com)

Larger files ( over 4mb ) can be uploaded to our **FTP SITE**.

Please contact us for instructions and permission to access the site.

**PLEASE NOTE:** Files created in Publisher, Word, Paintbrush or similar desktop publishing programs can only be used for viewing reference, not for production purposes.  
Art set up charges will apply if we are required to re-create the image.

### GENERAL SPECIFICATIONS:

- Never send your only/original file. Always make a backup copy for your records.
- If possible, include a non-production .pdf or .jpeg file ( or hard copy print-out) for verification that we have received the complete working file.
- Always include the following information when submitting your files.
  - **File name** (Include some reference to company – not “logo.eps” )
  - **Your company name, address & phone number.**
  - **Person to contact.**
  - **Express Signs quote /invoice number (if applicable).**
- Send only the files necessary to produce the job.

For more information on artwork requirements, please feel free to call us at 301-682-5200.