Artwork Specifications

1. We work on a Mac platform and would ideally like to have Adobe Illustrator-based files. <u>We prefer vectorized artwork to create signs</u> (spot color) unless there is a halftone or photo on the panels.

2. ALWAYS convert text over to paths, but if the styles are somewhat unusual, we will need you to name the style, and/or include the font with the artwork. Especially if there are multiple names or other information changes.

3. We can accept vector files (text converted to outlines, paths or curves) from Adobe Illustrator as an .eps file or EXPORTED from Corel as an Adobe Illustrator file or .eps file.

4. If sending files by e-mail, please save as an editable .eps file. If mailing a disk we can use an Adobe Illustrator file. Also, please remember not to embed anything within the artwork; leaving editing capabilities enabled.

5. If you have already created artwork in Photoshop, or another raster-based application, we can accept .jpg, .eps, .tif, or .gif files, but please be sure that there is enough resolution on the image, at least 150ppi at actual size. *Web graphics are very rarely of sufficient quality for us to download and use for signage.

6. If you have a linked file (a logo or photo, for example) please call us at 1.800.333.7446 or email us at art@deesign.com to get more information on output.

7. <u>If you are a designer</u>, please indicate the company, address and phone number for which you are providing artwork. Please let us know if we should call them or wait for them to contact us.

8. <u>If you have spoken with someone in our Customer Service Department</u> please include the contact name so we can make sure they receive all documentation.