SIGNS NOW NAPERVILLE

Logo and Artwork Submission Requirements for Digital Imaging and Design

ALL TEXT MUST BE SAVED AS OUTLINES OR ARTWORK CHARGES WILL APPLY.

Files that are not line art (VECTOR) are considered images (RASTER). These images must be scanned, vectorized, or cleaned up to be used in the production of your sign. This process is time consuming, and increases the cost and time needed to build your sign. Raster file type include .JPG, .TIFF, .GIF and .BMP

In order for you to provide your own artwork, the following parameters must apply.

1) All files must be in **PC format**

2) **Emailed files must be no larger than 10MB.** Larger files must be provided on portable media. (i.e. DVD or Jump Drive). Please send all emails to Signs@SignsNowNaperville.com

3) **All files must be accompanied by a text file** or e-mail noting who the file is to be directed to, and detailing any specific directions. Please include specific **pantone colors** if the job calls for it, **sizes, material type, quantity, install instructions and addresses** if these pertain to the job.

4) **Files must be line art (VECTOR) generated By Adobe Illustrator** or a line art format that is accessible by Adobe Illustrator. File Types include: **.ai, .eps and pdf.** (we will only accept **PC** file format.) Different programs have many different export options, **we will accept word documents** saved in a **.txt** format, a design charge will apply to type set the customers document. If you have any questions, please contact our Digital Imaging Department for assistance. We cannot accept non-standard file formats. **We use Adobe Illustrator CC here at Signs Now Naperville.**

   (*Note .pdf files are sometimes low-resolution raster images that we cannot use for enlargement. If they are vectorized files you should be able to enlarge them without pixilation.)*

5) Images and photographs for digital usage must be of reasonable size and resolution. **We recommend files to be no less than 300 DPI** (dots per inch), and able to fit in an area approximately 8.5"x11". **In some cases, Files at 150 DPI may be used depending on the final printed size**. This size and resolution will keep the files to a comfortable size, and still be large enough to scale to the dimensions needed up to 500% of original size.

   NOTE: (*To see if your image has enough resolution, enlarge it on your computer screen to a size slightly larger than you intend the final product to be. If it has the resolution you are looking for in your final product then it is acceptable. With this method you will not normally be able to see the whole image on your screen, so view a number of important areas to determine the resolution needed.)*

Signs Now Naperville relies on large format digital printing technology and industry leading software to provide you with the services you need to complete your job in a timely and satisfactory manner. Our monitors, and large format printers are currently ICC color-profiled using Gretag-Macbeth I1 technology. We CANNOT be held responsible for color variance in the printing or proofing process unless specific colors are supplied. Signs Now Naperville currently uses a six color digital printing process **CMYKLcLm** (Cyan, Magenta, Yellow, Black, Light Cyan and Light Magenta) which varies greatly in the color creation process from standard **RGB** (Red, Green & Blue) desktop printer. This color variance is **typical in the industry** as well as some slight variation in exact color matching consistent with changes in environmental conditions. Samples of color can be provided at customer request during the proofing process.

At Signs Now, we take pride in our quality and service. To facilitate this we require you to examine all proofs carefully for the accuracy of information; (i.e. spelling, punctuation, numbers, graphics, colors and general layout.) The final examination for accuracy is your responsibility. Our normal production cycle will begin from the date of final written approval. We CANNOT accept approvals verbally.

Signs Now Naperville will apply a design charge to job invoices if the above requirements are not met.

Standard Shop Design Time Rates: $100.00 per hour; minimum ½ hour
Scan Fee: $125.00 per hour; minimum $25.00
Vectorizing / Image Cleanup $100.00 per hour; minimum ½ hour