

## **ARTWORK SPECIFICATIONS**

At Valley Wide Signs & Graphics, we strive to help you make the most of your business. So to better accommodate your sign needs, we have developed a simple guideline for all artwork files to ensure that they are most compatible with our graphics specifications.

### **Simple Sign File Formats**

Files should be saved as Adobe Illustrator .ai or .eps file formats. These are the vectorized file formats that are the most preferred with our sign making technologies. Vectorized artwork is created from line segments and points, not an image. The text should be converted to outlines or curves (no longer remain as text) as this will eliminate any font compatibility issues. To turn the text to outlines when working in Illustrator, simply select your text, go to the "text" pull down menu and select "create outlines." If the text can not be converted to outlines or curves, we ask that you include the fonts as PC True Type fonts.

### **Full Color Digital Print File Formats**

The artwork should be saved at finished size at a resolution of 100-200 dpi. The following file formats are suitable for full color digitally printed artwork: .tiff, .bmp, .jpg, .png, and .psd. We ask that you convert your artwork to CMYK color mode instead of RGB as the file will be processed through CMYK. If you have specific colors for your file, please include them or let us know. We follow all PMS color charts. You may also contact us to determine what file type or resolution is best suited for your sign order.

### **Artwork Reproduction**

If you are unable to supply artwork that meets our specifications, we have a team of graphic designers who are able to create an accurate, working reproduction of your logo or artwork. Once we have your file or artwork, it is kept on record for all future orders and we will always show you a proof or mock up of your sign order before it is made.

Thank you and we look forward to serving you for all of your sign and graphics needs!