

SIGN SHOP

GRAPHIC & PRINT GUIDELINES

- High res pdf, Illustrator and eps files to be same size as requested output
- Fonts outside of normal UVA font families to be submitted as outlines
- ¼" bleed, unless full white background
- All files to be set for print and CMYK document color mode
- Include a full package zip if linked images are included in graphic
- For all outdoor banners, use CMYK uncoated #s ... this is the best match for Jefferson Blue and Rotunda Orange
- Do not include crop marks

PRINT METHOD	DEFINITION	PRODUCTS	ACCEPTABLE FILES	FILE FORMAT	PRINTING SPECIFICATIONS
UV Full Color Inkjet	Digital Inkjet printing is a method of printing from a digital based image directly to a variety of medias.	Floor & Table Top Displays, Retractors, Banner Stands, Posters, Nameplates, Sign Displays, Vinyl Banners	Vector w/Fonts Outlined and links embedded Raster w/Fonts Outlined	Adobe Illustrator .ai / .eps / .pdf Adobe Photoshop High Resolution .tif / .psd / .eps .pdf / .jpg	<ul style="list-style-type: none"> • CMYK & PMS colors • (Halftones/percentages of PMS colors and contained gradients are acceptable) • Minimum line thickness .125" (8-9 pts. stroke) • Minimum of .25" width & height on all elements, at actual print size

VECTOR ART

(Recommended for all products)

Can be scaled to any size while maintaining quality. Also known as line art. Vector artwork is preferred, unless printing photos.



.eps, .ai, or .pdf

RASTER ART

Composed of pixels, tiny colored squares grouped together to make one big image. When scaled larger, image will look jagged or "pixelated." Also known as bitmap art.

- Submit art with a minimum of 200 DPI (dots per inch)
- Greater viewing distance = lower resolution



.psd, .tif, .jpg, .bmp, .gif

Viewing Distance	6 in	1 ft	2 ft	3 ft	5 ft
dpi	1200	600	300	200	150

OUTLINED FONTS

(Required for all products)

Fonts can vary from computer to computer. When a font is missing, the computer replaces it with a generic font. Outline, embed or convert fonts to curves.



Fonts	Fonts	Fonts
Original Font	Missing Font Converted	Outlined, embedded or converted to curves

EMBEDDED IMAGES

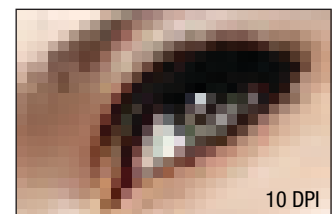
(Required for all products)

Most programs allow the user to add an object or image to a file by linking or embedding. Embedded images are stored within the document itself, while linked files are not. Because of this, linked files can become unlinked and "go missing" when opened on a different computer. Embed all images to avoid missing images.



300 DPI

- High resolution images are:
Unedited, original raw digital photos, or purchased stock photos



10 DPI

- Low resolution images are:
Photos taken from the internet, scanned images, cellphone images or screen shots

UNACCEPTABLE FILE FORMATS:

Quark, Corel Draw, Word, Power Point, Excel, Publisher, Pagemaker, and low-resolution scanned images.