



REQUIRED ART SPECIFICATIONS

July 15, 2016

Dear Valued Customer,

Sign Language XL (aka SLXL) is implementing new software allowing artwork to automatically proof & preflight. This means orders will be handled faster & with a lower error rate. Effective as of August 01, 2016, the following art and file specifications shall apply to all incoming requests:

Preferred File types: PDF, TIFF, JPEG. Of these three preferred file types, our pre-flight software performs best and works the fastest when PDF files are submitted. We recommend sending PDF files whenever possible. Sending one of these three files types will allow us to provide you with the fastest and most accurate proofing service.

Accepted File Types: EPS, Ai, PSD, InDesign. We understand that some projects require different file types. We will gladly accept these, but please note that additional time will be needed to process these files and applicable charges may apply.

Support Files:

Some files will require other support graphics and fonts. Please remember to include these with your submitted files. These support graphics will include but not limited to:

- Fonts
- TXT
- EPS
- TIFFS
- Ai Files
- INDD Files
- PSD
- PSB
- JPGs
- PDF
- Excel Documents (variable data)

If a font file cannot be provided, then all text must be converted to outline.

File Standards:

FILE SIZE AND RESOLUTION

OOH (Out of Home):

- Final output of 23 DPI (will go as low as 16 if necessary) for billboards and wallsapes, or any products viewed from a far distance.
- Final output of 85-120 DPI for street transit, rail and bus, or any items viewed at a close distance.

POP (Point of Purchase/Retail):

- Final output of 85-150 DPI depending on quality and size of output. Some files are too large at 150 DPI to process, so lower resolution is required.

V&E (Venues & Events):

- Final output can range from OOH quality to POP depending on placement or viewing distance of final product. A base estimate for V&E products is 100 DPI.

COLOR MODE

Print ready art should be saved in CMYK. Our printers convert all files to CMYK printing and will be profiled as such.

COLOR MATCHING

Our color profiling is based SWOP 3, using the G7 IDEAlliance Master Qualification.

CROP MARKS

Please do not supply your art with crop marks embedded.

CONTOUR CUTTING

Files that are being contour cut must be saved as PDF or Illustrator EPS files in a multi-layered file setup. The contour cut must be a spot color and noted as Cut, Thru-Cut, or Die-Cut.

Example:

- Top layer – Contour cut path, spot color with Overprint Stroke turned on
 - If no contour cut is needed please include crops and bleeds.
- Bottom layer – Hires artwork with bleeds

IN HOUSE SOFTWARE

Sign Language XL runs on Adobe Creative Cloud as its primary graphics application.

ART CHARGES

Unless agreed upon in writing by your authorized SLXL representative, any deviation from the above standards will be subject to additional art charges. Your representative will provide exact charges but generally they are \$100 for a press proof and \$100/hour for art/design time to adjust files for proper printing.