ART SPECIFICATIONS

Your premier provider of Display Advertising and Industrial Markings for over 35 years.

ART FILES

SOFTWARE: Preferred software is:
Adobe Illustrator vector art version CS6 or lower.
Photoshop CS6 or lower, and PDF's.
We do not accept CorelDraw,Quark, MS Word, Pagemaker, Powerpoint.

SAVING ILLUSTRATOR FORMAT

When saving files, please save in Illustrator CS6 or lower. Always convert all type to outlines. Also supply all placed files.

Directions on Converting Text to Outlines in Adobe Illustrator:

(1) Select all.
(2) From the TYPE menu select CREATE OUTLINES.

PHOTOSHOP PSD, EPS, & TIF PLACED FILES

Please send files as .psd, .eps, or .tif at actual size with a minimum resolution of 150 dpi, with 300 dpi being the maximum resolution. Bitmapped images can be sent with a resolution as high as 900 dpi for optimal quality. All Photoshop files should be CMYK, Grayscale, or Bitmapped.

For digitally printed pieces please send files at actual size at 100dpi and may be RGB.

Please make sure that the three letter extension appears at the end of the file name. The .psd format with layers intact is the preferred format. *Do not send .gif or .jpg files for final output. (these are low resolution compressed formats which are not acceptable for printing).*

BORDERS, BLEEDS & LINE WEIGHT

- For die cuts and non-bleed artwork, our minimum margin is 0.125"
- Bleeds should be set at 0.25".
- Use a minimum line weight of 1 pt. for positive strokes and a minimum line weight of 1.5 pt. for reversed strokes.

SPOT COLORS

When assigning a specific "spot" color to art or text please use a Pantone (PMS) color chart. This will insure that the color you have selected will be reproduced accurately in the final product.

INFORMATION TO PROVIDE

- The software and release that was used. (Adobe Illustrator CS, Photoshop CS, etc.)
- Contact and phone number of the person who saved the file on disk.
- A copy of the finished art with color breakdown and placement.
- Specify colors and placement. Pantone (PMS) for spot or CMYK for 4-color process.
- DO NOT create files in RGB or Lab color.
- Mark sizes and indicate final shape. (die-cut)
- Also include a low res jpeg of the final file.

ELECTRONICALLY PROVIDED ART

For files that can be emailed, please send to your account representative or to Info@SunGT.com For large files, please use our ftp site, information on next page.

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