ART SUBMISSION
How to provide your artwork to ensure the best results:

FASTSIGNS is able to work with many file types, but this easy-to-follow guide will help to ensure that the files that you provide yield the absolute **best** results.

GENERAL ARTWORK SUBMISSION

When sending artwork, it is important to send the proper file format for your project. For cut vinyl, artwork <u>must</u> be in **vector** format. If a project is printed, raster graphics may work if saved at the proper resolution.

If Raster, What Resolution Should I Send? The rule of thumb for printing raster graphics is that your artwork should be a minimum of 150 dpi when saved at full size. Ideally, the art files will be close to 300 dpi when scaled to full size. For high-quality presentations, 600 dpi is recommended.

LOGO SUBMISSION

Logo files <u>must</u> be provided in **vector** format in order to produce a high-quality result. If the colors & space around the logo are crucial to your overall sign design, please also supply a copy of your brand guidelines which should include the Pantone colors, allowed background colors, and proper margins surrounding the logo.

Are you unable to find a vector copy of your logo, or not quite sure what to look for? Please look to your marketing team or graphic designer, as they should have a copy of your logo in the proper format. If you do not have vector artwork, our design team will most likely be able to create it for you. Ask your sales associate for pricing options. Please contact us for support: **Phone: (717) 737-4467 Email: 295@fastsigns.com**

What is a vector file?

Artwork is preferred as vector-based graphics (line drawings - .ai, .eps) as opposed to raster-based (bitmap/jpeg) images. While a bitmap image appears smooth from a distance, when viewed up close you can see the tiny individual squares and dots (pixels) that make up the image. Vector drawings are made up of graphical objects, consisting of smooth lines and continuous colors. When viewed up close or from a distance, vector drawings appear as smooth clean lines and edges. Vector images are easily scalable, and reproduce with the highest level of quality.

RASTER FILE:
JPEG, PNG, GIF,
(Sometimes PDF)

VECTOR FILE:

EPS, AI, SVG,
(Sometimes PDF)

FASTSIGNS
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