Big Idea™

Signs | Print | Photography

Artwork, Graphic and print guidelines

Files for signs, banners and print:
We prefer vector files with all images embedded and all fonts converted to outlined shapes. Typically any file ending in .ai, .eps, or .PDF were originally created using a vector based program. Raster images (.jpg, .jpeg, .psd, .bmp, .tif, .gif, etc) are **not recommended** for most sign and printed work.

- Files prepared for cut vinyl graphics should also have no intersecting lines. In other words, when the fill color of the image is removed, there should be no lines that overlap.

Colors pallets:
PMS or CMYK colors are accepted. RGB color profiles are not acceptable for print and should be converted to a PMS or CMYK color profile.

Vector Art

Vector artwork, sometimes referred to as "line art", allows a user to scale an image to any size without reducing the quality of the image.

When you remove the fill color of a vector image you will see a "wire frame" outline of the image.

Preferred artwork files have these extensions:
.AI, .EPS, or .PDF - all vector based

Raster Art

Raster images are files ending with .png, .psd, tif, .jpg, .gif or any photographic image. This format is **not recommended** for sign or print projects.

Raster files are composed of pixels rather than lines. When pixels are scaled larger, the image will appear jagged or pixilated. Raster art is also known as bitmap art.

Unacceptable File Formats
Quark, Corel Draw, Power Point, Excel, Word, Publisher, PageMaker, InDesign