



ARTWORK GUIDE

THE QUALITY OF THE PRODUCT PRODUCED IS
CONTINGENT ON THE QUALITY OF THE ARTWORK PROVIDED.

COMPLETED DESIGNS / LOGOS / ILLUSTRATIONS:

ACCEPTABLE FORMATS: (PC-READY)

- vector .AI (v8.0 or lower)
- vector .PDF
- flattened .TIFF
- vector .EPS (v8.0 or lower)
- flattened .PSD (digital only)
- (digital only)

OTHER:

- Files must be designed at full size and follow production specifications – Contact SBT for specifics
 - All fonts must be converted to curves/outlines/paths
 - File must be CMYK ready with blacks set to C=0, M=0, Y=0, K=97%
 - Specify PMS colors if a match needs to be made – Exact matches are not 100% guaranteed
 - Photographs must be embedded, not linked, and must be 100 dpi at full size
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PHOTOGRAPHS:

ACCEPTABLE FORMATS:

- .TIFF
- .TIF
- .JPEG
- .JPG

OTHER:

- Electronic files must be 100 dpi at full size
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CAMERA-READY ART:

- Large, clean black & white print on smooth white paper with no ink bleed
 - Not all printed art is usable – SBT will determine usage and applicable setup fees
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NOT SUPPORTED: (THIS LIST IS NOT ALL INCLUSIVE)

- .GIF
 - POWERPOINT
 - BUSINESS CARDS
 - INTERNET IMAGES
 - EXCEL
 - LETTERHEAD
 - MS WORKS
 - MS PAINT
 - PHOTOCOPIES
 - PUBLISHER
 - PRINT SHOP
 - FAXES
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Setup fees will apply to all artwork that must be scanned or downloaded by SBT
and to all artwork that must be manipulated to ensure proper sign reproduction.

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