

UPDATED JUNE 2018



Banner Sign Co. File Guide

Banner Sign

Client File Guide

Updated Jun '18

To Whom It May Concern,

At Banner Sign Co, we pride ourselves in making products that accurately translate the vision in your mind's eye. If you can think it, we can print it! It is this commitment to accuracy and excellence that has helped to retain our clients using critical standards on brand appearance, spacing, or color.

To help us better serve you, it's important to start with the best quality art available. Let's go over a few quick tips to ensure our project begins with a properly formatted file. The two main things to remember are aesthetics and readability; does the content fit right for the space allowed, and is the message legible at a distance (if required)?

Printed images, such as those on fabric or banner vinyl, are best designed at 100% scale, with minimum 150 dpi and no bleed required. Contour-cut Images are best drawn in Illustrator as vector artwork, typically as (.ai), (.eps), (.pdf), or (.svg); created at scale or otherwise noted proportionally. Be sure to outline any text elements, or "include linked files" to attach your fonts, photo, or logo graphics.

For logos, be sure to provide a vector format or jpeg at desired scale for placement. If an unusable logo is provided, you may be charged creative costs to recreate the asset.

RECAP

- Remember, source files work best! [Vector preferred, proportionate Jpeg accepted]
- Any text included is to be outlined, or have fonts packaged with the file.
- Logos are to be at display scale or vector format, [(ai), (eps), (pdf), or (svg)].
- Banner Sign works in an RGB workspace, package files accordingly or call out specific Pantone values to proximity match if required.
- If ever in doubt, Reach Out! Ask for a graphic technician and we'd be happy to assist.

Sincerely,



Email Questions to info@bannersignco.com

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