



### General Guidelines:

- Always have resolution (*for raster images*) set at a minimum of 300 PPI @ full size for layouts w/max. size 12" wide, 200 PPI for 12-24"w. **150 PPI for layout sizes of 24"w and above.**
- **PLEASE NOTE** that Illustrator & InDesign special effects such as glows, transparencies, or drop shadows are not recommended. These effects sometimes have unpredictable results when printing. **Photoshop is preferred** when using these special effects.
- Convert all type into outlines
- **Send PDF proofs** for content / layout reference and indicate all Pantone colors (*if needed*)
- All PMS colors should be Pantone SOLID COATED only (example: "Pantone #185 C")

### File Set Up Checklist:

#### For Illustrator (Adobe Creative Cloud):

- Do not have any registration / crop marks in files
- Convert all type into outlines and always supply fonts in case changes are necessary
- Supply all links or embedded images - all links or embedded images should have resolution set at a minimum of **SEE ABOVE IN GEN. guidelines**
- Always save your file as an AI or EPS and in CMYK color mode, include thumbnail preview and save as Adobe Postscript Language Level 3
- Send PDF proofs for content / layout reference and indicate all PMS colors
- All PMS colors should be Pantone Solid Coated only
- If instructed, use templates to setup all files that are provided by SB Signs

#### For Photoshop (Adobe Creative Cloud):

- Convert all type into outlines and always supply fonts in case changes are necessary
- Do not have any registration / crop marks in files
- Always have the resolution set at a minimum of 100 PPI @ 100% finished size
- Always save your file as a PSD or TIFF and in CMYK color mode, do not use LZW compression and do not embed color profiles
- Send PDF proofs for content / layout reference

#### For InDesign (Adobe Creative Cloud):

- Always send original InDesign file (including exported as EPS or PDF files is optional)
- Do not have any registration / crop marks in files
- Convert all type into outlines and always supply fonts in case changes are necessary
- Supply all links or embedded images - all links or embedded images should have resolution set at a minimum of **SEE ABOVE IN GEN. guidelines**
- Always save your file as an INDD and in CMYK color mode
- Send PDF proofs for content / layout reference and indicate all PMS colors
- All PMS colors should be Pantone Solid Coated only

**PREFERRED**

**not PREFERRED**

