

Digital/Screen Art Specifications

MECHANICAL CREATION

A. Layout Software:

1. Adobe Illustrator CS5
2. Adobe InDesign CS5
3. Adobe Photoshop CS5
4. Flexi 10

B. Scale:

Digital: 1 inch = 1 foot on final large scale output
For example, a 14 feet by 48 feet sign would be represented as 14 in by 48 in.

Screen Printing: 1/4 inch = 1 inch on final screen output @ 300 p/i or better. CMYK with d-max not exceeding 285

For example,

Bus Shelters 48"x69" = 12"x17.25"

Phone or vertical Kiosk 26"x50" = 6.5"x12.5"

King Bus Poster 144"x30" = 36"x7.5"

Taxi Tops 14"x48" can be same size @ 300 p/i

or 1/2 size @ 300 p/i

Car Cards 21"x22" should be same size @ 300 p/i

C. Type/Linework File Formats:

1. Adobe Illustrator CS5 (convert text to outlines)
2. Please supply logos or other linework illustrations in one of the above formats, not as bitmapped art.
NOTE: Avoid embedding EPS files within EPS files.

D. Fonts:

1. **DO NOT ASSUME** we have your fonts.
2. All text in artwork must be converted to outlines or paths. If you are supplying us with a font be sure to send us fonts that are compatible with Mac OS X

E. Color Call-Outs:

1. Please specify all colors using PMS (Pantone Matching System) callouts (e.g. PMS/Pantone 185 for red) or a color chip from any other color match system.
2. If you specify colors using CMYK percentages, please provide a color hardcopy approved for color matching purposes.
3. In graduated blends, please specify starting and ending colors and their percentages. **Avoid using step blends, use gradients.**

F. Output of Layout:

1. Please send a color output of your layout or black and white print with your disk. This helps us quickly identify the contents of the disk and provides us with a means of checking for any file transfer or handling errors.

DIGITAL PICTURE FILES

A. Standard Billboard Resolution

Scale	Pixels/Inch
1" = 1 ft	450 p/i
1/2" = 1 ft	900 p/i

Standard Banner Resolution

Scale	Pixels/Inch
1" = 1 ft	600 p/i
1/2" = 1 ft	1200 p/i

B. Image File Modes:

1. **Must be CMYK.**
2. If your file is RGB, Duotone, Grayscale or Bitmap, please convert to CMYK.
CAUTION: Mode changes may produce unexpected or unacceptable color and gradation shifts. These shifts may not be detectable on a monitor.

C. Image File Formats:

1. TIFF, EPS, Photoshop
3. JPEG, GIF, PICT, PDF (**not recommended**)

D. Color:

1. Please provide a color hardcopy approved for color-matching purposes.

STORAGE MEDIA

- A. Flash card
- B. CD-ROM
- C. DVD-ROM