



Preferred File Formats

Adobe Photoshop: Layered .psd or .psb files **at full size** in RGB or CMYK mode at 72-100 ppi with 2 inches of bleed all 4 sides. (Include **all fonts** in a separate folder.) When using photos, gradients, styles and filters, Photoshop is the best option.

Adobe Illustrator: Layered .ai, .pdf or .eps files in RGB or CMYK mode with 2 inches of bleed all 4 sides. Please convert fonts to outlines. (Include **all fonts and linked images** in a separate folder.) Set up file at 100% for projects under 227"; for larger projects, set up file at 1/2 or 1/10th scale.

For example, a 53' x 8.5' trailer with 2" bleeds would be 640" x 106" full size. Setting up the file at 1/10th scale, the document would be 64.0" x 10.6" – *please call or e-mail with questions.*

Accepted "Print-Ready" File Formats

Print-Ready Files: Unlayered files: .eps, .tiff, .jpeg or .pdf at full size in RGB or CMYK color mode **WILL NOT BE ALTERED IN ANY WAY**. If your files are not actual size, the **exact scale** must be provided for final output. A printed color proof or PDF proof must accompany the project.

VisuCom stands behind the quality of our printed graphics, however, you will be responsible for all charges related to reproducing a new graphic due to spelling, layout, sizing, etc. Please contact us with any questions before submitting your project.

Set-Up Guidelines

Logos: For most projects, a Vector-based logo is required. Please send a .pdf, .ai, or .eps file with your logo. If you do not have a vector-based logo, we can create one from your .jpeg or .tiff file for a \$125 fee. We will provide you with a copy for future marketing projects.

Bleed: Include at least 2" bleed past the finished size.

Links: Include all placed or linked files, even if the files are embedded.

Fonts: Include all fonts used in Photoshop and those not **converted to outlines** in Illustrator.

Color Mode: We can work with RGB and CMYK files, your preference.

Color Match: If color is critical, the PMS or custom color(s) must be specified. When a color match is required, a **Color Proof** will be added to the job for approval at additional cost.

Storage Media: We accept CD/DVDs, memory sticks, portable hard drives and flash drives.

Sending Files

Upload: www.VisuComSigns.com – Click on "Send A File" button.

E-mail: Files under 5MB can be emailed to artwork@visucomsigns.com. Please contact us before sending files.