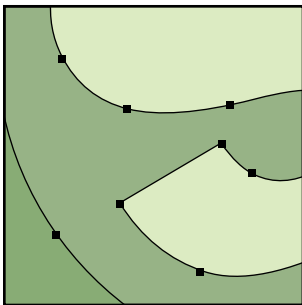


All production art is processed in PC format. All files are checked prior to production and clients are advised of any files not adhering to our guidelines. All received files should be accompanied by a hard-copy color proof for color accuracy and placement.

## Vector or Raster?

Vector based art is characterized by an outline of each element using lines and arcs to define its outer shape. Vector files are necessary for producing dimensional and vinyl sign elements.

Raster based art is characterized by tiny squares, known as pixels, placed adjacent to one another to define each elements shape and color. Raster files are commonly used for photographic digital print production.



Vector



Raster

## Acceptable Vector Formats

EPS, PDF, AI, PS, and DXF.

## Acceptable Raster Formats

EPS, JPEG, PDF, PSD, TIFF, GIF and BMP.

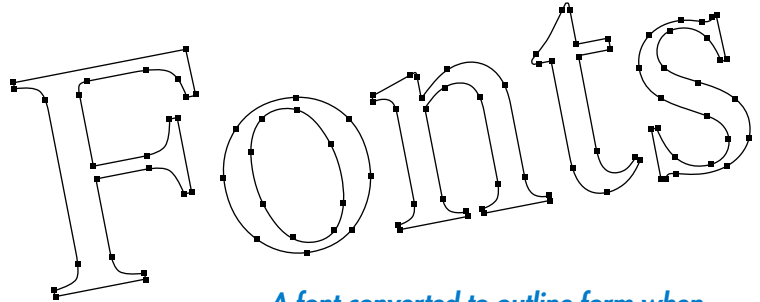
Large files may be compressed using Stuffit or WinZip.

## Acceptable Media

CD or DVD, e-mail and FTP via ftp.admart.com. Contact us for more information regarding ftp or download the ftp instructions sheet.

## Files for Dimensional/Vinyl Production

All art must be in vector (outline) form. All fonts must be converted to outlines, curves or paths within the creator program. Typical vector-based illustration programs include Illustrator, Freehand, and CorelDraw.



A font converted to outline form when selected should look similar to this.

## Files for Digital Print Production

Art can be in vector (outline) or raster (pixel) form. Vector files must be color filled with desired colors and effects\*. All raster files must be at least 150ppi at full production size.

**NOTE:** EPS, PDF and PS are universal file formats which can contain vector and raster elements. Be certain the file meets the above criteria for its production method before exporting.

\* Some vector file gradients produce a banding effect when printed. To reduce this effect, apply a high number of steps to the gradient.