



# SIGN ARTWORK REQUIREMENTS

## Raster vs Vector | File Types



### Raster vs Vector

**Raster** images also known as bitmap images, are digital images composed of a grid of pixels, which are tiny squares of color that form the image when viewed from a distance. When you zoom in on a raster image, you will eventually see the individual pixels. Raster images are resolution dependent, meaning the quality of the image is determined by the number of pixels, and how many pixels are displayed per square inch.

For our purposes, we can only accept high resolution at final size raster images @150dpi for far distance viewing and 300dpi for close, 'walk up' viewing.

Accepted raster image file types: \*.jpg, \*.png, \*.psd, \*.tif

**Vector** graphics, on the other hand are made up of mathematical inputs to create an image. When you zoom in on a vector graphic, the computer adjusts the resolution to suit the zoom level, rendering them as resolution independent. The quality of the image is now dependent on the talent of the artist. These are preferred over raster images if possible.

Accepted vector graphic file types: \*.ai, \*.svg, \*.cdr

There are two file types that are commonly confused to be vector, when in reality they are 'container' files. They can hold both raster and vector graphics (and other file types) at the same time. These are \*.eps and \*.pdf files. You can tell what's in there just by zooming in and referencing the above information.

We can redraw/convert your artwork to vector if needed for an additional cost.

## Raster vs Vector | Examples



RASTER



VECTOR



## Fonts

### **Fonts**

Please ensure that any fonts used in your design are either provided to us along with your files, or outlined.

Please let us know if you are unable to do this so we can help.

Example of 'live' type

Example of 'outlined' type



## Color Selection



### Color Selection

If you have a logo or brand, then you already know the critical importance of keeping color consistent across mediums. At JNB Signs, we strive to continue that consistency by adhering to the industry standards of color matching.

If you don't have a color we can help! Just ask a sales associate for guidance

We currently can match to these color systems:

Pantone

Matthew's Paint / PPG

Sherwin-Williams

RAL

## ADA Signage

### ADA Signage

ADA signs are everywhere you look, and for good reason.

What that means for us though, is that we need to ensure when we are installing these signs, that we know accurate placement for each and every one.

When submitting for your ADA signs, please include the following:

- Line Item spreadsheet that indicates each sign and a location marker
- Floor plan that indicates using the location markers where each sign should go

Including these will make installation go much faster than without.



## Contact Info



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