



PRODUCTION READY ARTWORK STANDARDS

1. Supplier must have both Illustrator CS3 and CorelDraw X3
2. Distributors must have either
 - a. CorelDraw X3
 - b. Adobe Illustrator CS3

Although other versions may work, compatibility problems will persist and therefore to be compliant, you must utilize the above software.

THE PRODUCTION READY ARTWORK COMMITTEE will announce when the next version of software is recommended and provide a minimum three months notice before it becomes a requirement to maintain certification.

PRODUCTION READY PROOF REQUIREMENTS

1. Copy of artwork in pdf format
2. Color specifications.
3. Client company name and industry identifier.
4. Authorized signature box, including date received.
5. Date proof was sent.
6. PO #.
7. Approved, Approved with Changes/no further proof required, Not Approved.
8. Approved with changes and Not Approved comments area.
9. Stock disclaimer (Order on hold until approval, please return asap.).
10. Artwork receipt confirmation response from supplier (auto-responder acceptable).
11. PO's that include multiple artwork should receive all proofs in one email.

Guidelines for Production Ready Art

- All fonts should be converted to curves (paths or outlines)
- If Raster elements are part of the artwork:
 - They should be **embedded**
 - They should be provided at actual imprint size
 - They should be from 300 DPI or higher source documents at the original size

ACCEPTABLE FORMATS FOR VECTOR ART

- PDF (**Preferred format**)
- EPS
- Adobe Illustrator - AI
 - Version 10 or
- CorelDraw - CDR
 - Version 10 or higher

Note: These formats are also acceptable for art that contains both raster/bitmap art and vector art in the same graphics file.

All files must be created in approved professional graphics software. Files saved without vector data or from unapproved software are not considered Production Ready Artwork.

ACCEPTABLE FORMAT FOR RASTER ART (Bitmaps)

- PDF at final imprint size
- TIFF at final imprint size

UNACCEPTABLE FORMATS FOR ELECTRONIC ART

The following formats **explicitly** do not comply with Production Ready Art Standards and if submitted, **will incur cleanup charges**. This is not a comprehensive list, rather a list of the most common unacceptable formats:

- PowerPoint
- Word
- Excel
- Publisher
- Scans of logo or Letterhead/business cards
- Page layout files (Quark, PageMaker, InDesign)
- GIF
- WMF

APPROVED PROFESSIONAL GRAPHICS SOFTWARE: Preferred professional graphics software:

- Adobe Illustrator CS
- CorelDraw 12

Acceptable professional graphics software:

- Adobe Illustrator or higher
- CorelDraw or higher
- Latest version of Photoshop or Freehand

ARTWORK TRANSFER

1. Send artwork via email
2. No compression for files under 4 megabytes
3. Include:
 - Production Ready Email Tag™ Information
 - a. Required
 - i. Subject: Artwork for PO # XXXXXX
 - ii. Company name & address
 - iii. Contact person for this art
 - iv. PO # and/or reference #
 - v. Phone number for questions on this art
 - vi. Email for questions on the art
 - b. Suggested
 - i. PDF rendering of artwork
 - ii. Brief description of the art
 - iii. Size of art

Courier or mail artwork to: E-mail artwork to:
 Cardwell Sign Company hello@cardwellsign.com
 28 Currie St. Unit 2F
 Barrie, Ontario Questions? Call:
 Canada Tel: 705-721-4724
 L4M 5N4 Fax: 705-721-9952



Vector vs. Bitmap?

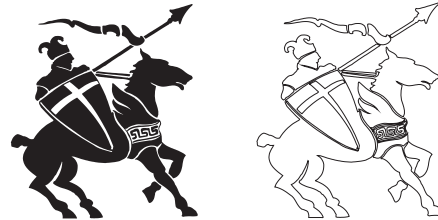
When submitting artwork to Cardwell Sign Company, please use the following guidelines to help ensure a top quality design.

Vector vs. Bitmap?

A vector image allows for infinite scaling/resizing. The file information is contained within a mathematic equation that correlates to the onscreen image, basically connecting imaginary points in a 2 dimensional space. Vector graphics are useful for any and all printing applications, vinyl lettering and signage.

Vector File Formats: For simple signs and logos without gradient colour.

- CorelDRAW (img.cdr or img.cmx)
- Adobe Illustrator (img.ai or img.eps)
- Encapsulated PostScript (img.eps)
- Windows MetaFiles (img.wmf or img.emf)
- Plotter Files (img.plt)
- PDF Images (img.pdf) Useful when sending either Bitmap or Vector forms of graphics (both can be saved together in the file).



Sample of Vector artwork

***Note:** Some EPS files are NOT vector-based, such as the ones created in Adobe PhotoShop. A vector EPS must be created within a vector illustration program like Adobe Illustrator, Macromedia FreeHand or CorelDRAW.

Bitmap Graphics: For complex pictures with shades, gradient tones or photos to be digitally printed.

Bitmap artwork contains pixel-based artwork. Programs such as Adobe Photoshop and the like work with this type of artwork. Scanned images are bitmap images. These files are used in signs when photographic or full color artwork is required. When sending us such files, make sure they are at a size that is 100 dots-per-inch (dpi) once the image is enlarged to full size.

If you want a 4" x 4" scan incorporated into a sign that will be 4' x 4' at full size, then that file at 4" x 4" must be 1200 dpi. Once enlarged 1200%, final "at-size" file for our use will then be at the required 100 dpi or greater. Please do not send files over 150dpi at full size. Please call 1-705-721-4724 with any questions.

Bitmap File Formats:

- Windows/OS2 Bitmap (img.bmp)
- Tagged Image File (img.tif)
- PhotoShop Images (img.psd or img.eps)
- CorelPhotoPaint Images (img.cpt)
- JPEG Images (img.jpg)
- GIF Images (img.gif) Low Resolution File: Useful only for Online/Web-based images.
- PDF Images (img.pdf) Useful when sending either Bitmap or Vector forms of graphics (both can be saved together in the file).



Sample of Bitmap artwork

Does all this seem a little confusing to you? It is really very easy. Vector images are preferred over bitmap images due to their dynamic nature. Vectors can be resized, scaled, distorted and can be broken apart into their constituent parts without loss of clarity.

Bitmaps can only be cropped without losing resolution and clarity. Vectors are resolution-independent and are generally much smaller in size. If all of this still does not help you, please contact one of our sales associates for assistance in this matter.