

Artwork Guidelines

Here at CCS take great pride in all of our displays. We offer top quality products and outstanding customer service to get your display in your hands when you need it.

How to send us a file:

- Please send all graphic files under 10MB to carla@classiccitiesigns.com
- Please send all graphic files 10MB - 100MB using www.yousendit.com. We have had great success using this site - it is free and easy to use. For multiple files, they must be placed into a folder and compressed/zipped, as you can only upload one file at a time at no charge (up to 100MB).

File formats accepted:

- For all **die-cut vinyl and Edge** products, **vector** files are required. Please see vector artwork guidelines.
 - .eps
 - .ai (CS5.5 or lower)
 - .pdf (depends on program)
- For all **wide format and printed** products, **vector** files are preferred, but **raster** files are also acceptable.
 - .eps
 - .ai (CS5.5 or lower)
 - .pdf
 - .indd (CS5.5 or lower)
 - .jpg
 - .psd (CS5.5 or lower)
 - .tif (LZW compression)
- All file formats must have **fonts converted to outlines** or text rasterized.
- Wide format and print files need to be saved at full size and have a **resolution of 125-240 dpi**.
- Wide format and print files must be in **CMYK or Grayscale** format.
- There are **additional charges** for the following formats: **Microsoft programs** including Word, PowerPoint, Excel and Publisher, **Corel Draw**. Other formats not listed under our preferred file formats may also apply.

We will review your supplied file for any obvious errors or quality issues. If we find any problems, we will contact you via email and also via phone to resolve the problem as soon as possible. Some things can be resolved very quickly by our own staff and if that's the case we will do so at no charge.

If we do have to bill for design time, our rate is \$50 per hour billed in 15 minute increments. Our graphics staff will let you know of any charges before any work is performed. If there are repeated problems with the graphic and uploading the graphic, additional charges may apply.

Please do not hesitate to call us at 260-927-8438 with questions!

Banner Design Package

If you need help designing your banner and are looking for a cost effective solution, our banner design package might be a great solution.

For only **\$99** our designers will create a unique design for your banner stand. Design package includes:

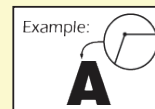
- 2 Layouts (using your logos, pictures and text)
- 3 Rounds of corrections or changes
- 1 Set of PDF proofs

Price does not include hardware or printing.

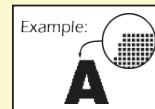
Color Matching

All monitors display color in RGB. Since our output is in CMYK, not spot, colors will vary. Also, since every monitor is not the same, what you see on your monitor may vary from the actual print. Usually our color outputs will be approximately 90-95% accurate. It is not viable to match our print to another vendor's print or to print on another substrate or media (i.e., brochure, business cards, etc.). If you want us to match against existing materials, there is a separate charge of \$100 per hour for this color-matching service.

Vector Artwork Guidelines



Vector artwork is an image created of points and paths. This results in artwork that is editable and scalable without distortion.



Raster artwork is an image created of many pixels. This results in artwork that is not editable or scalable without becoming pixelated or distorted.

For all die-cut vinyl products:

- All text must be at least .25 inches tall.
- The space between characters and elements must be at least .045 inches.
- Main strokes, line weights or art elements should be a minimum of .0625 inches.
- Gradients and screens are not possible.
- Small text and high amounts of picks (the centers of letters that must be pulled out after cutting) may require additional charges.

