

File Formats

Adobe Illustrator ver. 10 or lower (Vector Files) .ai, eps, or pdf files. Convert Text to Curves. If file contains a raster image (i.e. pixel file), that image should be 300 DPI.

Adobe Photoshop (Raster Files) .jpg, .tif, .bmp, pcx etc. If file is smaller than final output size than the file has to be created at a minimum of 300 DPI. If file is the same size as the final output, the file can be created at a minimum 100-150 DPI.

Note: If possible, please supply a color print out of the file.

Guidelines for Basic Signs: You should save your files as an Adobe Illustrator .ai or .eps file. This is the most compatible type of artwork.

All text should be converted to curves/outlines. This will eliminate any font compatibility issues. If you can't convert text to curves/outlines, you will need to include the fonts as PC True Type.

Guidelines for Full Color printed signs: Any bitmap/raster artwork should be saved at full scale (the size at which it will be printed) at 100-150 DPI (if smaller than final output size, the image must be created at 300 DPI). Please contact Instasigns to determine what resolution is needed for your artwork.

Basic Terminology

Vector Art.

Vector artwork, like an Adobe Illustrator file, is made up of line segments with starting and ending points. When these line segments are put together into a closed form, you get a shape, like a square. This is the preferred type of artwork for most basic signs. File types supported: ai, eps, pdf.

Bitmap/Raster Art

Bitmaps, or raster images, are made up of tiny dots. If you put a magnifying glass up to your computer screen or a printed page, you would see that these little dots are crowded next to each other to form the image. A bitmap does not contain line segments. The generic term bitmap can sometimes cause confusion because it is a type of artwork, but it can also be the file extension .bmp. Bitmap artwork is typically used in more complex signs and usually must be printed. Any bitmap images that will be used in a sign should be 100-150 dpi at full size (the size at which it will be printed) or 300dpi if the image is smaller than the final output size. File types supported: .bmp, .tiff, .jpg, .psd

DPI (dots per inch) or resolution

dpi, or resolution, refers to the amount of data, expressed in dots per inch, at which a given bitmap image is stored. If you have a bitmap that is 1"x1" at 75 dpi, there would be 5625 (75x75) little tiny dots in it. If you have the same sized bitmap, 1x1, at 300dpi, you have 4 times the amount (90,000 or 300x300) of dots in the bitmap. This means that the dots are smaller. Higher dpi equals better output, however, there is a major pitfall to this: too much dpi equals huge files and slower processing. Contact Instasigns to determine what resolution is needed for your artwork.

Mac vs. PC Format

For the most part, we use PC's to design and output signs but we can accept mac files if they have been formatted for PC use.