

# Graphics Packet

Everything you need to  
know about getting your  
custom sign designed just  
the way you want.

Let our innovation and design expertise help you bring your sign ideas to life. With extensive design training and state-of-the-art technology, Arlington Signs and Banners employees are skilled in selecting the best colors, sizes and materials to meet your sign and graphics needs.

## Basic Design

**\$45.00**

- Includes 1 hour of designing time
- Includes up to 2 proofs
- Includes basic text and color setup
- Includes PDF & JPEG file downsized until final design
- Final design full size upon payment/finalized



## Advanced Design

**\$175.00**

- Includes up to 4 hours of designing time
- Includes up to 4 proofs
- Includes advanced text and color setup
- Includes PDF & JPEG file downsized until final design
- Final Design full size upon payment/finalized



## Photography Design

**\$45.00/hr.**

- Touch up original photography photos (digital/physical)
- Colorizing, blurring, skewing, cropping, and more
- Scanning original photos onto disk from scanner (1440 DPI)



*We strive to give you the best quality possible. There are many file formats. Please refer below to see what is the most appropriate for you and consider our guidelines.*

## Preferred Program Formats

We work in a Windows environment. While PC formatted files are encouraged, Mac files can also be accepted if you are using the compatible programs and save the file with the proper extension.

**Here is a listing of our preferred software applications and their extensions:**

- Adobe Illustrator CS4 and below (AI or EPS)
- Corel Draw (version 11 or lower)
- Adobe Acrobat (any version) (.PDF)

If you are working with another software application, please contact us!

## Digital Application

The better your artwork is, the better the production quality will be. Please provide your artwork file in the highest print resolution possible and as close to full size as possible. *In all cases, a hard copy of your artwork is encouraged, to compare with our printouts.*

### Here are some points to consider

- High resolution files are ideal (minimum 350 DPI recommended at full output size).
- We can accept TIFF and JPEG but they MUST be high resolution files!
- Colors should be CMYK mode, not RGB - any PMS colors should be noted.
- ***Avoid any images from a website, they are very low resolution***
- We prefer images to be embedded in the Adobe Illustrator files. If files must be placed in a document, include the images and the Illustrator file ALL IN THE SAME FOLDER.
- When saving files in Adobe Illustrator, please convert fonts to outlines, create compatible gradients and set up document for gradient mesh printing. Also, change the Adobe Postscript to Language Level 3.

### Vector Files v.s. Raster Files

Example: AI or EPS file  
Retains clarity  
when enlarged



Vector artwork



Raster artwork

Example: JPEG file  
Loses print quality  
when enlarged

Artwork must be created and sent at 100% of final size, print ready and require no file manipulation or additional charges may apply. We reserve the right to delay or reject any order based on the quality of artwork received. We reserve the right to make slight alterations in graphics to adapt to our imprinting processes. Alterations to artwork may delay production.

***We cannot be responsible for errors resulting from information that was approved incorrectly.***

We pride ourselves on our attention to detail, working closely with you to meet or exceed your expectations on all your signage needs.

## Proofs

Proofs are provided to the customer electronically. Additional proofs after your first two free revisions, will incur a proof revision charge of \$35 each. We ask you to look over these proofs very carefully. **If the proof is approved, we cannot be held responsible for layout and/or artwork quality errors on the final product.** Production time begins directly after the proof is approved.

## Set-up Charge

The set-up charge represents all costs of preparing process-ready artwork for production. It also includes two email proofs and archival storage for at least two years. There is no repeat set-up charge within two years of an order on the same item using exact previous artwork, as long as the previous order is referenced.

## Color Matching

**WE CANNOT GUARANTEE PMS COLOR MATCHING.** If you would like to match a specific PMS color, it must be specified on your sales order and when sending in your art. We will provide the closest available color in CMYK to match your PMS specifications. We cannot alter raster artwork to match your PMS color. Color matching fees may apply.

## Claims/Returns

Discrepancies on products must be reported within 48 hours of receipt. We reserve the right to not honor any claims that are not reported within 48 hours. Returns will not be accepted after 90 days and cannot be returned without authorization. We are not responsible for lost, damaged, or delayed merchandise. It is the responsibility of the freight Carrier.

### Proof Sample

<b>CUSTOMER PROOF</b>		SIZE: 18"H x 12"L	BACKGROUND COLOR: Dark Brown
CUSTOMER: Doreen Dobbs	CITY: 1	LETTER COLORS: White	
COMPANY: Arl. Heights District 25	COMMENTS: Holes drilled top and bottom center, 1.5" Rounded Corners	<input checked="" type="checkbox"/> Single Sided <input type="checkbox"/> Double Sided	
PRODUCT: .080 Aluminum	DATE: 5/25/2012		

12"L

18"H

PLEASE EMAIL OR FAX YOUR APPROVAL FORM TO: [Graphics@ArlingtonSigns.com](mailto:Graphics@ArlingtonSigns.com) • 847-870-0300

**WE NEED YOUR APPROVAL TO BEGIN PRODUCTION**

APPROVED BY: _____	Date: _____	<b>ARLINGTON SIGNS &amp; BANNERS</b>
<small>In approving this proof you agree to the terms of the graphic's working agreement and intend to use as the correct size &amp; colors. Due to different settings of computer screens, the actual product colors may not appear as it does on your screen. Changes made after approval may result in additional charges. Please note that we cannot guarantee that color matches. We will provide the closest possible match using CMYK formulas and standard print colors. We cannot alter raster artwork to match your PMS color. After the 2nd proof, a 3rd fee per proof will be charged.</small>		<small>818 W. Northwest Highway • Arlington Heights, IL 60004 847-870-0200 847-870-0300 www.ArlingtonSigns.com</small>