



PROVIDING ART

(2019)

FILE FORMATS

Neokraft has the capability to work with many digital file formats. The following file formats are acceptable, given they meet all other criteria detailed elsewhere within this document:

VECTOR FORMAT (always preferred for text, linework, or geometric shapes)

Adobe Illustrator CC or prior, (or standardized Postscript):	AI, EPS, PS*
Adobe Acrobat:	PDF*
AutoCAD Exported Files:	DXF, DWF
CorelDraw! X9 or prior:	CDR*

RASTER FORMAT (always preferred for photographic images)

Adobe Photoshop CC or prior:	PSD
Bitmap	BMP
Graphics Interchange Format	GIF
Portable Network Graphics	PNG
Tagged Image File Format	TIF, TIFF
Joint Photographic Experts Group	JPG, JPEG

* These vector format files may contain both raster and vector components.

FONTS

To avoid incorrect replacement and other errors, artwork must have all text converted to vectors. Adobe Illustrator refers to this operation as *"Create Outlines."* Your particular application may refer to the function as something different; if in doubt, refer to your software's User Guide, or call us.

RESOLUTION

Artwork resolution requirements for signs are often very different than for presentation or photographic display purposes. If your sign viewers are always a considerable distance from your sign, production time and artwork file size can be reduced by lowering the artwork resolution.

The chart to the right can help in determining what resolution to choose when scanning images or producing your own artwork, prior to submitting to Neokraft.

To calculate a recommended minimum resolution, multiply the Output Height (or Width) of the finished graphic by the Output Resolution in ppi/dpi (see chart). Divide this total by the Input Height (or Width) to obtain an optimum scan resolution.

VIEWING DISTANCE	OUTPUT RESOLUTION			
	25DPI	50DPI	100DPI	150DPI
0' TO 5'				
5' TO 10'				
10' TO 20'				
20' OR MORE				

Example: You have an 8"x10" photo cropped to 6"x7" to be used as a 42"x49" 50 dpi sign image.

Using the formula: $42 \text{ (Output Height)} \times 50 \text{ (Output Resolution)} \div 6 \text{ (Original Height)} = 350$ dpi scan resolution.

SCALING & DIMENSIONS

To determine maximum usable size of an existing image, multiply the Original Resolution of the image by the Original Height (or Width). Divide this total by the Output Resolution (see chart) to obtain maximum Output Height (or Width).

Example: You have an original 400 dpi, 6"x9" image to be reproduced at no less than 50dpi.

Using the formula: $400 \text{ (Original Resolution)} \times 6 \text{ (Original Height)} \div 50 \text{ (Output Resolution)} = 48$ " Output Height.

FILE SUBMITTAL

You can email files smaller than 8 Mb to artwork@neokraft.com. Files too large for email may be transferred by Dropbox, FTP, mailed CD or your favorite method. Please call for guidance.

We highly recommend sending a printed proof for color reference, or a PDF proof for layout reference. If sending a PDF proof, you must specify a known color reference. Known colors include Pantone, PMS, or any major paint supplier (Benjamin Moore, Matthews, Sherwin Williams, etc.). Without color proofing we cannot guarantee the color accuracy of your finished signage.



NEOKRAFT SIGNS INC.—686 MAIN STREET—LEWISTON, MAINE 04240
SIGNS@NEOKRAFT.COM—800.339.2258—WWW.NEOKRAFT.COM