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Acceptable production-ready files for sign art are:

1. Vector graphics in their native file format, or
2. Raster, or bitmap, images at the resolution and physical size appropriate for the output application.

Computer graphics are generally stored in one of two basic formats, as a vector image or a raster image:

Vector images (Preferred) are stored in a format that provides information about the shapes within an image.

Lines, regions, points are listed with defining points and their colors. When a vector image is stretched, no image clarity is lost due to the formulaic nature of the information; the graphic is independent of screen or print resolution. This is because a vector graphic is not converted to pixels until it is displayed or printed. File formats such as Adobe Illustrator (*.ai), Corel Draw (*.cdr), Encapsulated PostScript (*.eps) are examples of vector formats. Other common vector compatible file extensions are *.wmf and *.svg. For the best possible results, please submit graphic art in its native file format, preferably Illustrator (*.ai, *.eps) or Corel Draw (*.cdr).

Raster graphics are stored in a format that provides color information about each and every pixel in the image area. File formats such as Windows bitmaps (*.bmp), *.gif, *.jpeg or *.jpg, *.png and *.tif images are examples of raster formats. Raster graphics, commonly referred to as bitmap images, are composed of small squares known as pixels, lie on grids. Bitmap images are the most common electronic medium for a continuous-tone image such as photographs or images created in painting programs like Adobe Photoshop (*.psd). Bitmap images are resolution-dependent—that is, they represent a fixed number of pixels. As a result, they can lose detail and appear jagged if they are scaled to be viewed or printed at a higher resolution than the original file resolution or physical size.

In general, include all fonts and linked graphics with your submission. Convert all fonts to curves. If you have an art file that is not described within this document, we will be glad to review it. In all cases, electronic files are to be PC compatible, Windows formatted, and not compressed in any way.

Methods for submission of electronic production-ready art:

- .. CD-ROM, CD-R, CD-RW, DVD or DVD-RAM*
- .. USB flash drive*
- .. 3.5" floppy disk*
- .. E-mail (sales@scoreboardsplus.com—maximum to 10MB)**

* Include instructions with the submission for the return of the submission media if required.

** Include Project Name in subject line.

Please include a printed color proof of your artwork or specify spot colors using the Pantone Color System (PMS), if required.