

## RESOLUTION Guidelines

- Long viewing distances (billboards, etc.) – 35 DPI @ Final Size.
- Medium viewing distances (vehicle graphics, large banners, etc.) – 100 DPI @ Final Size.
- Short viewing distances (posters, trade show graphics, etc.) – 150 DPI @ Final Size.
- As a general rule of thumb, a flattened, properly built print file should rarely be over 150 Mb.

## ACCEPTABLE File Types

- Adobe Illustrator CS5 (.ai or .eps)
- Adobe InDesign CS5 (.indd)
- Adobe Photoshop CS5 (.tif, .psb or .psd)
- Adobe Acrobat (.pdf – press quality)
- Quark 7.2 (.qxd)

## UNACCEPTABLE File Types

- Microsoft Word (.doc)
- Microsoft Excel (.xls)
- Microsoft Power Point (.ppt)
- Microsoft Publisher (.pub)
- Other Formats (.cdr, .bmp, .png, .pict, .exe, .cad, etc.)

## ACCEPTABLE Compression

- Stuffit (.sit)
- Self Extracting Archive (.sea)
- Winzip (.zip)

## Additional Suggestions and Reminders

- Please include ALL of your fonts or convert fonts to curves / outlines wherever possible.
- If possible, create files at final size with appropriate resolution.
- If file is too large to create at final size, let us know what scale you've used (1:4, 1:8, etc.).
- Spec all critical colors to appropriate Pantone values (pantone solid coated).
- Please note that not all Pantone colors can be accurately matched when printing CMYK.
- Clients are responsible for proofing their jobs prior to printing.
- Reid Signs is not responsible for clients' spelling or creative mistakes.

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