

## Digital File Preparation and Submittal Guide

This guide is intended as a quick reference for the creation and submittal of digital artwork. We have tried to include information which is most relevant and pertinent to our production process. If there is something not covered here, please give us a call. We have an expert staff experienced in providing assistance and giving you a fast response to your questions or concerns. Incoming files sometimes suffer from several problems that can easily be avoided or corrected before submittal. These issues are outlined below.

### *Software*

#### Supported Software



Adobe  
Illustrator  
7-10  
(.ai, .eps)



Adobe  
Illustrator  
CS2  
(.ai, .eps)



Adobe  
Illustrator  
CS3  
(.ai, .eps)



Adobe  
Acrobat 7  
(.pdf)

Though there are a variety of different “Desktop Publishing” type software packages, Central Sign Systems only recognizes the above programs as reliable, proven methods of generating quality graphics.

Creating artwork with programs other than what we accept can produce unpredictable and often disappointing results. Our production process revolves around the use of Adobe Illustrator file types (.ai, .eps). All files you wish to submit must go through a preparation process before they are sent to us. After we create the production art, the resulting file will be saved as an Adobe Illustrator, PDF or EPS file, depending on the file type of the original submittal.

#### Unsupported Software

We **do not accept** files created with the following software packages:  
 Any Microsoft product such as Microsoft Word, Powerpoint, Publisher or PhotoDraw. Other file types we do not accept are those from Quark XPress, Quark Passport or Word Perfect.

### *File Preparation*

#### Unwanted Page Elements

Are you covering things with white, background colored lines, boxes or ovals? Unwanted elements should be eliminated from your files. If defects in the placed or linked graphics are apparent, these should be fixed correctly in the source file and re-linked to the document. Creating empty shapes for text flow purposes should be avoided as these will likely cause processing and printing errors, and cause long delays.

#### Unused Colors and Pages

Stray text boxes and pictures which may be residing on the artboard of your document should be deleted from the file. Be sure to check your files for extraneous elements not placed on the actual panel. Stray items can cause PostScript errors and printing difficulties. Colors not used in your document should be eliminated from the color palette. Extra pages which may be left over from the layout process should be deleted from the files. Avoid making several copies of the same color in a file with identical names.

## *Fonts*

Include all fonts  
or create outlines

As some documents are originally created using a Windows PC and some are created on a Macintosh computer, fonts are always an issue, as they are handled differently on both platforms.

*Illustrator users:* If you are using a vector-based program such as Illustrator, you must convert all type objects to outlines before sending the file. This ensures that your submitted artwork will look exactly the same as your copy of the file when we receive it. For instructions on doing this procedure, consult your Illustrator user manual or help file.

**Linked files containing fonts**

Many times a specific font will be used in artwork. If there are no fonts present with your files this can cause a problem when printing your file. Please include any specific fonts you incorporate in your artwork.

### *Via Email*

If the folder in which your art files reside is under 4 megabytes of data, please compress the entire folder (using freely available compression software such as StuffIt) into either a .ZIP or .SIT file before attaching it to an email and sending it to us. That way, everything arrives in one package.

### *Via Mail*

Alternatively, you may always submit your project files on a CD-R or DVD-R and mail it to us. You don't have to compress anything, just include all support files such as fonts and linked images along with your layout file. Mail the discs in a padded envelope to protect them during shipment.

Contact Information

*Our mailing address is:*

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Mechanicsburg, PA 15147  
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