

*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



Macromedia  
(Adobe)  
Freehand MX  
(.fh11)



Adobe  
Illustrator  
CS4  
(.ai, .eps)



Adobe  
InDesign  
CS4  
(.indd)



Adobe  
Photoshop  
CS4  
(.psd, .tif)



Adobe  
Acrobat 9  
(.pdf)

Though there are a variety of different “Desktop Publishing” type software packages, Bunting Graphics 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). We will also accept files created in Freehand version 11(MX), and those created using page layout programs such as Adobe InDesign CS4 and earlier. 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, Adobe Acrobat or Adobe InDesign 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.

### CAD Files

For complex architectural drawings such as buildings, structures, etc., we regularly accept and use files generated in any CAD program such as AutoCad. However, these types of files (.dxf, .dwg) are not appropriate for the production of smaller-scale work such as two dimensional signage. Customers who have used a CAD program to submit items of a small nature must first convert their files to an .ai or .eps format, one-layered, high resolution file. For more CAD conversion details, please contact us.

## 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.

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## Linked Images

### Linked Image Files

We ask you to supply all your drawing files (regardless of file type) with *linked images* rather than embedded images. This will always require including any images used as separate files. We have found that this is the best way to avoid errors for everyone involved.

### Linked and Embedded Images

*Linked images* are not physically included inside the layout file. The images you see on the screen only point to a separate file on your hard drive. These separate files must be supplied along with the layout file in order to print correctly.

In contrast, an *embedded image* is actually included inside your layout file. While this may be convenient, it also results in extremely large layout file sizes, which can cause a host of other problems.

### Image Color Mode

If you are scanning images they should be scanned and kept as RGB. **Do not** convert them to CMYK. Also, if your image is already in CMYK, leave it as is and do not attempt to convert it to RGB.

### Image File Format

Have you used only TIFF, PSD or EPS file formats? These formats provide the best reproduction quality and printing compatibility. For linked images, only high-resolution files are acceptable. JPEG, PICT, Windows Metafile (WMF), GIF are compressed file formats and should not be used because of their generally lower resolution and quality.

### Image Scaling & Resolution

Have all placed images been cropped, rotated or scaled to closely match how they will appear in the file? It is recommended that any rotating be done to an image before it is placed into a program to eliminate processing errors. The cropping of large amounts of an unused image should also be done to eliminate excess data. Scaling of images should not be more than 130% of the original size after placing them into a program. For best output quality, images should have a resolution of at least 300 dots per inch and sized very close to the dimensions that they will be in the final layout program.

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## 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 or FreeHand users:* If you are using a vector-based program such as Illustrator or FreeHand, 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 or FreeHand user manual or help file.

*InDesign users:* The process is different for each program. InDesign CS will allow you to select a block of text and create outlined text, thus converting the text object into a vector object. We ask you to include all fonts used or convert all text to outlines before submitting files.

### Linked files containing fonts

Many times a font will be used in maps or diagrams that are linked to a document the artwork is set up in. If there are no fonts present with your files this can cause a problem when printing your file. Be sure to include any fonts used in these files or turn this type into outlines.

## Setting Bleed and Trim Size for Wayside Panels (High Pressure Laminate, Embedded Fiberglass, Inkjet on Aluminum)

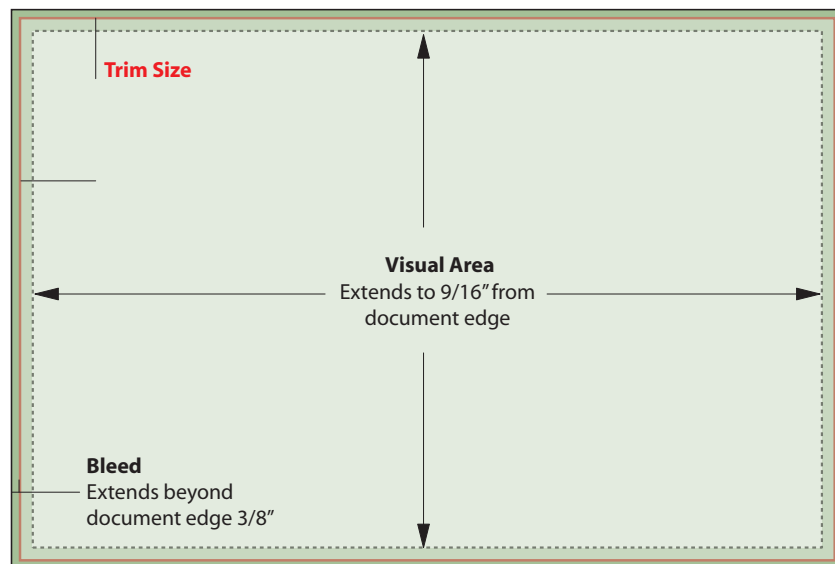
**Important Note:** If you are preparing a file for use with our *PorceLite™* material, please see section below.

**Set Bleed to 3/8"** *Bleed* refers to the edge of an image that overlaps the final trim size by a specified amount to ensure that background images and colors extend to the edge of the finished panel. Whether using Adobe Illustrator or Adobe InDesign, please set your bleed size to be 3/8" (.375") larger than the final trimmed dimension.

**Set Document Size to Trim Size** The *trim size* is the actual size the panel will be when it is cut and delivered. Please set the document size to be the same as the final trim size; this ensures that we know the exact dimensions of the artwork by looking at the size of the document.

**Visual Area** The *Visual Area* is the 'safe' region inside the margins of the trimmed panel where text and graphics can be placed without being obscured by the frame of the base unit. 'NPS Style' bases utilize a 1/2" frame around the perimeter of the panel, securing it on all four sides. See diagram below.

### Panel Layout Diagram



NPS Style Base Panel Layout

## Preparing *PorceLite™* Artwork for Production

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|----------------------------|--|---|
| <b>File Types Accepted</b> | <p>Adobe Photoshop RGB (.psd or .tif)<br/>Please keep layers in .psd format if further editing may be needed. Fonts must be rasterized, and minimum dpi is 300.</p>  | <p>Adobe Illustrator (.ai or .eps)<br/>Please include all linked external files and convert all text to outlines.</p> |
| <b>Crop Marks</b>          | <p>Please insert crop marks to designate the final trim area of the panel, whether you are working in either Illustrator or Photoshop.</p>   |   |
| <b>Colors</b>              | <p>Powdercoat imaging excels in photographic reproduction. Spot colors can be problematic if an exact color match is required. All spot colors must be specified as RGB values. Color proofing for spot colors is suggested.</p> |   |

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## Submitting Artwork

### How to Submit Artwork

#### *Via File Transfer Protocol (FTP)*

For files over 4MB in size, we suggest you use our FTP site, at [www.buntingftp.com](http://www.buntingftp.com). To upload files, you will need FTP client software. If you are using the Windows operating system, you can download a 30-day trial version of Smart FTP software on our website. If you are using a Macintosh, you can use FTP programs like Fetch or Transmit. All FTP areas except for the General FTP Area are password-protected. To obtain a username and password, please email us at [techsupport@buntinggraphics.com](mailto:techsupport@buntinggraphics.com) or call Liz Gamelier at 412-820-2200, x257.

#### *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:*

Bunting Graphics, Inc.  
20 River Rd.  
Verona, Pennsylvania 15147  
Tel: 412.820.2200  
Fax: 412.820.4404

You can reach us on the internet at [www.buntinggraphics.com](http://www.buntinggraphics.com).