



11 Norwood Avenue
Kingston 5
Jamaica
West Indies

T: (876)-929-6624 • 926-5477
F: (876)-929-2052
E: sales@signtexltd.com

Artwork Guidelines & Specifications

Last Updated on April 5, 2010

1	Artwork Preparation	2
1.1	Recommended Software	2
1.2	Artwork and File Requirements.....	2
1.2.1	Artwork for Inkjet Prints	2
1.2.2	Artwork for Die-Cut Vinyl.....	2
2	File Submission Methods.....	3
3	Hard Copy and Electronic Requirements (Mandatory)	3
4	Appendix.....	3
4.1	Outdoor Advertising Rental Media and Sizes	3
4.1.1	Billboard Sizes	3
4.1.2	Tri-Media Sizes	3
4.1.3	Bus Shelters Panel Sizes.....	4
4.1.4	Lollipop Street Sign Sizes	4
4.1.5	Road Sign Sizes	4
4.1.6	Overhead Bridge Sign Sizes.....	4
4.1.7	Pole Sign Sizes	4

1 Artwork Preparation

Please ensure that all artwork is prepared in a supported software program and is designed for the appropriate advertising media and dimensions as outlined below.

1.1 Recommended Software

Artwork should be prepared with one or several of the following supported software programs based on the necessary design requirements for a client's advertisement.

Recommended Software Programs	Preferred File Formats
Adobe Photoshop CS3 and earlier	PSD with layers TIFF with layers
Adobe Illustrator CS3 and earlier	AI or EPS

1.2 Artwork and File Requirements

Listed below are the requirements for printed and die-cut output:

1.2.1 Artwork for Inkjet Prints

1. Ensure that the artwork document is done to scale if not actual size.
 - a. If preparing artwork for outdoor rental media, please consult the sizes outlined in **Section 4.1**.
2. Photoshop (i.e. PSD files) files should be in layered format.
 - a. Remove any unnecessary/unused layers from Photoshop files.
3. All artwork **MUST** be in **CMYK** colour format.
4. CONVERT ALL TYPES before saving a copy of the original artwork.
 - a. In **Illustrator**, select all types and then select "Create outlines" from the *TYPE MENU*.
 - b. In **Photoshop**, select all types then, under the *LAYER MENU* search for "Rasterize" then select "Type".
 - c. Fonts will change upon opening the files if they do not exist in our system. The outlined procedure ensures that the types in the artwork remain exactly the same as the original.
5. The resolution of the artwork varies coherently with scale being used.

SCALE (inches:feet)	DPI
1 in. : 1 ft.	400
1 in. : 2 ft. (half size)	At least 100
12 in. : 1 ft. (full size)	At least 50

6. Do not send original files. Please send us a copy.

1.2.2 Artwork for Die-Cut Vinyl

1. These files must be prepared in **Adobe Illustrator**.
 - Some older programs, such as Macromedia Freehand, can be used. Please consult us to ensure that the artwork file is readable and that the specifications are correct.
2. Do not use scanned images in your artwork, only vector art.

*NB. Remember, vinyl does **NOT** correspond to Pantone Matching System, but we will do our best to match colours with what we have in stock. If it is a must, we can custom order colour, but this will take some time and may incur an additional cost. Please contact us for further information.

2 File Submission Methods

Files should be submitted via any of the following methods:

- CD
- DVD
- USB Flash Drive
- Email
- File Transfer Protocol (FTP) ***
- Online Web Storage (e.g. box.net, livedrive.com, yousendit.com, me.com) ***

*** For FTP and/or Online Web Storage, ensure that the accounts are properly configured so that designated Sigtex staff may access the necessary files. Please provide the necessary usernames and passwords whenever applicable.

For FTP and/or Online Web Storage, ensure that the accounts are properly configured so that designated Sigtex staff may access the necessary files. Please provide the necessary usernames and passwords whenever applicable.

3 Hard Copy and Electronic Requirements (Mandatory)

1. Please provide the artwork and dimensions in one or both of the following manners:
 - Hard Copy Format: provide a printed document.
 - Electronic Format: only PDF and JPG are accepted.
2. Both the artwork and its corresponding dimensions **MUST** be clearly displayed on a printed (hard copy) diagram itself.
 - Please avoid sending dimensions in a document separate from the artwork itself as it often results in confusion and errors.

4 Appendix

4.1 Outdoor Advertising Rental Media and Sizes

Note that the sizes specified below represent the relative advertising area (i.e. the copy area) on the given advertising media:

4.1.1 Billboard Sizes

Billboard Type	Size (W x H)
Classic Billboard	21' x 10'
Superboard (Regular)	32' x 10'
Superboard (King-size)	21' 6" x 14'

4.1.2 Tri-Media Sizes

Tri-Media Type	Size (W x H)
-	16' x 6'
-	20' x 10'
-	32' x 10'

4.1.3 Bus Shelters Panel Sizes

Bus Shelter Type	Top Panel (W x H)	Upper Front Panel (W x H)	Upper Side Panel (W x H)
6' Dome Bus Shelter	6' x 6' 4"	6' x 21"	73.5" x 21"
5'-6" Dome Bus Shelter	6' x 6' 4"	5'-6" x 21"	68.5" x 21"
5' Dome Bus Shelter	6' x 6' 4"	5' x 21"	64" x 21"
4' Dome Bus Shelter	6' x 6' 4"	4' x 21"	52" x 21"

4.1.4 Lollipop Street Sign Sizes

Lollipop street signs vary according to their shape and design. Please contact us to determine the suitable dimensions for the computer artwork being generated.

4.1.5 Road Sign Sizes

Road Sign Type	Size (W x H)
Directional	8' x 4'
Road Safety	8' x 4'
Crime Alert	8' x 4'
Pylon Structure - Directional	<i>Varies</i> ***

*** Please contact us for the specific size based on the site location.

4.1.6 Overhead Bridge Sign Sizes

Overhead Bridge Sign Type	Size (W x H)
-	20' x 4'
-	16' x 6'
-	40' x 4'

4.1.7 Pole Sign Sizes

Pole Sign Type	Size (W x H)
-	3' x 6'