ARTWORK GUIDELINES

ACCEPTABLE FILE FORMATS

High quality PDF (preferred)
Illustrator CC or below
Photoshop CC or below
InDesign CC or below (not preferred)

High quality, editable PDF's, Illustrator and Photoshop files are preferred, as they are more suitable for large format printing. Art time will be charged if files need to be fixed or altered to meet guidelines. When sending files, please be sure to include all support art (fonts, linked images, etc.).

Other formats are accepted, but may incur an art fee. These formats include: .jpg, .bmp, .tif, . gif, .pub, .doc, .ppt

FONT SPECIFICATIONS

Fonts must be converted to outlines. If fonts are not created to outlines, please provide TrueType font file(s). If changes need to be made in the file, please provide the fonts and a version of the file with editable type.

COLOR SPECIFICATIONS

Please provide all vector files (Illustrator & InDesign) in CMYK format. Please supply all raster artwork (Photoshop files, jpgs, tiffs) in RGB format.

If Pantone colors need to be matched please specify the required color values. All critical Pantone colors need to be called out in the file as solid coated swatches. If multiple Pantone swatches are used in the file, all will be matched to solid coated unless otherwise specified.

Please feel free to submit a hard copy of your art to use as a color reference. Please provide a layered file for Photoshop files if color matching is required.

Orders without indication of Pantone colors are NOT guaranteed for color.

RESOLUTION

All raster files must be at 100-150 pixels per inch at 100%.

BLEEDS

For full bleed backgrounds, add 1/8" to all sides for sizes up to 3" at the art's widest point. Add 1/2" for sizes up to 2'x2', 1" for sizes up to 4'x4' and larger. Please include the bleed and cropmarks within the art file.

SCALING

Vector artwork for larger print dimensions should be created at a 25%-50% scale or a 1' = 1" ratio.

Photoshop files should be created at 1' = 1" ratio at 300DPI to produce prints at 150DPI; or using the same size ratio at 1200DPI to produce prints at 300-600DPI.

If your files are not actual size, please indicate the scale in which they were produced or their intended finished size.

VINYL CUT GRAPHICS

Artwork must be set up as a vector file with fonts created to outlines for all cut vinyl. Please specify every color for solid color vinyl or PMS color for adhesive back and cut vinyl.

ARTWORK SERVICES

If you need assistance with design, development of a concept, file conversion, etc; our design team is available to meet your needs.

Design services carry a separate fee of $70 per hour, with a half-hour minimum.

NOTES AND TIPS

Below are a few helpful tips and things to remember while preparing your artwork.

- **LAYERED FILES:**
  Layered files should only be flattened when print-ready and no alterations of any type are needed.

- **APPEARANCE OF BLACK:**
  Use a Rich Black blend instead of 100% Black for best results.

  Our suggested color blend is 70% C / 40% M / 20% Y / 100% K.

- **DIE CUT LINES:**
  Please include die cut lines on a separate layer (if applicable).

- **SPECIAL EFFECTS:**
  Illustrator special effects such as glows, transparencies or drop shadows are not recommended.
  These effects sometimes have unpredictable results when printing. Photoshop is preferred when using such special effects.

FILE SUBMISSION

Please create a single, compressed file for faster processing.

- **CONCEPT ONE FTP:**
  You can submit your file through the FTP site available on our website. Please reference the FTP Guidelines for more information.

- **CLIENT FTP:**
  Please provide the following info:
  - Host
  - User Name
  - Password

- **FILE TRANSFER SITE:**
  If you have uploaded your file to a transfer site, such as Dropbox, please email the link to info@conceptonetn.com

- **EMAIL:**
  We accept emailed file submissions sized up to 10MB. Please send your file to info@conceptonetn.com

- **MAIL/DROP OFF:**
  If your file is too large to email or submit electronically, we also accept files on CDs, DVDs, and Flash Drives.

  You can mail or drop them by our office located at
  210 North Locust Avene
  Gallatin, TN 37066

FTP GUIDELINES

We provide an FTP site to upload files quickly and at no additional cost. The site can be accessed through a web browser. Please read below for detailed instructions.

1. Please place all art files in a folder. Please name the folder by your name or company name and order number.

2. Compress files using software such as WinZip or Stuffit. All compressed files must be under 350MB.

3. Access the FTP by web browser .

WEB BROWSER:

Address:
http://www.conceptonetn.com
- Click the "Upload Files" button and fill in the form fields.
- Click "Select FIles" and choose the file(s) you wish to upload.
- Click "Submit" to begin uploading your files. The page will change to notify you once the upload is complete.

4. You will be contact by our Sales or Design team once we have recieved your submission.

concept one
SIGNS • AWARDS • APPAREL

www.conceptonetn.com
615.452.2900