

# DESIGN GUIDELINES

2021

## ACCEPTABLE FILE FORMATS

### VECTOR:

*Illustrator (.ai), InDesign (.indd), FlexiSign (.fs), .eps, & .pdf\**

### RASTER:

*Photoshop (.psd), .jpg, .tif, .bmp, .png, & .pdf\**

*\*The preferred format is .pdf*

High quality Vector PDF files are preferred, as they are more suitable for large format printing. Design Services will be charged if files need to be fixed or altered to meet guidelines. When sending files, please be sure to include all support elements (fonts, linked images, etc.).

Other formats are accepted, but may incur an art fee. (i.e.- .pub, .doc, .ppt, etc...)

## FONT SPECIFICATIONS

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

## COLOR SPECIFICATIONS

Provide all vector files with Pantone (Solid Coated) spot colors assigned in the file. If Pantone colors are not available, please send vector files in CMYK color mode.

All raster files should be sent in RGB color mode.

*Files sent in CMYK and/or RGB color mode are printed as-provided, with no color correction, and may shift in color.*

### PANTONE COLOR MATCHING

We only color match to the Pantone (Solid Coated) color chart. We DO NOT select Pantone colors for you.

Most Pantone (Solid Coated) colors can be represented fairly close. However, some are out of gamut for digital CMYK printing and will be printed as close as possible to the specified color.

Please feel free to submit a hard copy of your art to use as a color reference.

## 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 files in a folder and name the folder 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 contacted by our Sales or Design team once we have received your submission.

## RESOLUTION

For best results, raster files must be at 72-150 pixels per inch (PPI) at 100% size.

## BLEEDS

For full bleed backgrounds - add 1/8" to all sides for sizes up to 3", 1/2" to all sides for sizes up to 2'x2', 1" to all sides for sizes up to 4'x4', or 2" to all sides for sizes 4'x4' and larger.

Please include bleed and crop marks within the file.

## SCALING

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

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

## VINYL CUT GRAPHICS

Design files for all cut vinyl must be provided in vector format, with fonts converted to outlines.

Please specify every color for solid color vinyl or PMS colors for digitally printed and cut vinyl.

## DESIGN 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. Time exceeding the minimum is charged in 15 minute increments.

## NOTES AND TIPS

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

### • 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 60% C / 40% M / 40% 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. See the *FTP Guidelines* section for details.

### • 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](mailto:info@conceptonetn.com)

### • EMAIL:

We accept emailed file submissions sized up to 10MB. Please send your file to [info@conceptonetn.com](mailto:info@conceptonetn.com)

### • MAIL/DROP OFF:

If your file is too large to email or submit electronically, we also accept files on USB Flash Drives.

You can mail or drop it by our office at **216 North Locust Avenue**  
**Gallatin, TN 37066**

**concept one**  
SIGNS • AWARDS • APPAREL

[www.conceptonetn.com](http://www.conceptonetn.com)  
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