



# ART GUIDELINES

CNP always strives to provide our customers with accurate, quality work. Our staff has years of experience in graphics and sign production. In order to provide you with the best product, however, we need your input.

In any project, the more specific the customer can be, the closer the final product is to their expectations. We will often request specific colors, fonts, and sizes from a client, in order to provide them with the best possible product.

When sending us artwork, please take the time to review the following.

## Transfer Media

Artwork can be submitted to CNP via email (40MB maximum size), CD, DVD, flash media, and print. Please be aware that printed media cannot be used for any production purposes. While we can use bitmap formats for concept artwork, any artwork intended for manufacturing must be submitted in a digital vector format, or additional charges may apply. If submitting a bitmap for use in a digital print, the bitmap must be full size in order to insure proper reproduction.

When sending CDs/DVDs, please be sure to clearly label the disks with your company name, and the project they are for.

Please include only the relevant files pertaining to the job. In the case of AutoCAD files, please be sure to include any XREF drawings they may be needed to properly view the drawings.

## Colors

Please specify any colors used in PMS format. Whenever possible, avoid the use of RGB color, as exact reproduction cannot be guaranteed. If the artwork being submitted is for digital printing, CMYK colors can be used, but a PMS match is preferred.

## Fonts

If the artwork includes copy, please specify the font used in the artwork. If at all possible, please provide a TrueType font when available.

## Accepted File Types

**Permit / Concept artwork**  
(not production ready)

**Bitmap formats (photographs, scanned/faxed artwork, etc.)**

**JPEG, JPG**

**TIF, TIFF**

**PDF**

EPS, PS (non vector format)

BMP

PCX

TGA

GIF

Please note that bitmap artwork is for temporary use only. Bitmap files may be used for digital printing, however, the file must be at full size, and not require enlargement by CNP. Bitmap files for digital printing must be at least 300dpi. Final artwork for use in manufacturing must be in vector format. While a bitmap may be used when no other artwork exists, considerable time must be spent preparing the artwork to manufacturing standards, and additional charges may apply.

**Permit / Concept / Production artwork**

**(useable for production and shop drawings)**

**Vector format (computer generated, scalable artwork)**

**CDR (CorelDraw 13 or earlier)**

**AI (Illustrator CS or earlier)**

**DWG (AutoCAD 2006 or earlier)**

**EPS, PS (Postscript files)**

DXF

FH (Freehand 9 or earlier)

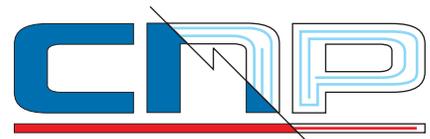
SVG

Whenever possible, vector artwork is preferred over any bitmap format. Only in rare cases will bitmap artwork be acceptable. EPS (Encapsulated PostScript) files can be either bitmap or vector artwork, so please have the artwork checked prior to submitting it for production. PDF files are not shown on the list as they can contain either bitmap or vector artwork, and can have both in the same file. Also, PDF files should not be used for any production related purpose, due to inaccuracies caused by file compression.



### **Example of a scanned image**

*Note the blurred edges, grainy appearance, and missing detail. This artwork is not useable for manufacturing.*



### **Example of a vector image**

*This artwork has been digitally created. Vector artwork can be scaled without losing detail. This artwork is suitable for manufacturing needs.*

**Thank you for reading this information.**

**If you have any questions regarding these guidelines, please contact your sales representative at 619-283-2191.**