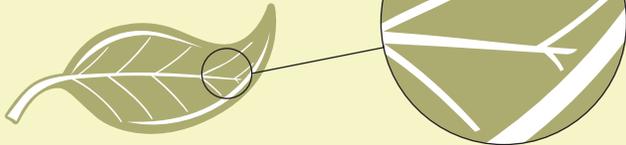


We would be **delighted** to make a sign out of your graphic art!

Here are some guidelines. As you may know, there are two kinds of graphic art files. Each kind works great for its own intended purpose, but not so much for the other's. The differences are simple...

vector

Size of image can be increased to infinity without loss of quality. The image is defined by hard edges with color fills.



Sign companies LOVE vector art. This letter can easily be cut from vinyl film or routed from aluminum even though it is intricate. With a little sizing it can go straight to the machine.

On the other hand, if your graphic art contains a photo or complicated gradient fill, vector is the wrong tool for the job. This apple image is vector and just look at it. If weird isn't what you're after, keep reading...



bitmap

(sometimes called raster)

If image is resized after initial sampling, crispness is lost and edges get pixilated and fuzzy. And gross. The image is defined by thousands of dots.



This bitmap cannot be cut from anything. It has to be redrawn first, which is very time consuming and inaccurate. Oh, and expensive. We'll do it if we have to, but no one's going to be happy about it.

The key to a good bitmap is proper resolution. The basic rule of thumb is **150 d.p.i at full size**. Your sales rep will assist you with exceptions to this rule.



Common vector file types, by their file extension: .eps, .ai, .svg, .dwg, .cdr

vector files...

- ...can contain bitmaps, so there might still be trouble.*
- ...look great in both die-cut or printed applications.*
- ...aren't usually very large and can be easily emailed.*
- ...may have fonts in them. Please convert to curves!*
- ...can be edited in almost any way.*

Common bitmap file types, by their file extension: .jpg, .gif, .tiff, .bmp, .png, .ps

bitmap files...

- ...have no vector objects in them.*
- ...can be very large, depending on the resolution.*
- ...might need to be sent thru a large file service or to an .ftp site.*
- ...may be edited if they're in a Photoshop file.*
- ...can be adjusted for some parameters, such as brightness.*

Depending on the application, we may need to alter your logo somewhat and we would be happy to make changes to it that you request. If you would like new logo art altogether, we can work with you to develop a bold graphic art statement that will bring the world to your door!

Please email your graphic art to your sales rep. Thank you!
If your file is larger than 20MB, please send thru schlossersigns.wetransfer.com.