

Guide for Providing Files to the University Sign Shop

If you would like to provide us with signs, artwork, graphics, or logos that have already been designed by or for you, here are some helpful guidelines on how to format your work.

- Vector vs. Raster (Pixel) Files:
 - Raster graphics images (also known as a bitmap image) is a data structure representing a generally rectangular grid of pixels, or points of color, viewable via a monitor, paper, or other display medium.
 - A vector is a mathematically calculated method of plotting accurate lines and curves. Unlike bitmap images, it is resolution independent and allows graphics images to be enlarged to any size, without any loss of quality.

Usually raster files are created in Photoshop type programs, whereas vector files are created in Illustrator type files.

- Resolution and Physical Size: - For Raster images
 - Designed at full size (actual size) – 150 dpi
 - Designed at half size (half the actual size) – 300 dpi

When printing in a large format it's easy to forget the requirements are quite different from designing for publications or the internet. An image that is at 300 dpi, but is only physically 2 inches by 2 inches, when stretched to a 4 foot by 4 foot banner will get pixelated (very blotchy) and will not look good. Remember – just because it looks good on your monitor doesn't necessarily mean it will look good printed in a large format.

- File Type:
 - .AI Adobe Illustrator CS2
 - .EPS Encapsulated Post Script – CS2 compatible
 - .PSD Adobe Photoshop CS2
 - .PDF Adobe Acrobat
 - .JPG Joint Photographic Experts Group

We use Adobe CS2 products for PC as our primary design software. If you have a question about formats, call us to discuss the best options for your artwork.

- Setting Up Your Files for Print:
 - Set up a bleed boarder – Sometimes you will have files with backgrounds that are sensitive to being moved around or stretched out of proportion. Setting up a 1/4 inch bleed boarder on a full size layout around your artwork helps us in that we usually trim the final product down to size to produce a clean, professional edge. If you cannot set up a bleed, we will be glad to assist you.
 - Outline Text in Vector Format - **IMPORTANT:** When sending us vector files, be sure to change all text to **Outlines** to avoid font incompatibility!
 - Check Your Black Color – With large format CMYK digital printing selecting K (Black) to 100% does not insure your black will print dark. Blacks can vary with the amount of C, M, and Y added into it. Usually, K 100% will print slightly dull compared to C 30%, M 30%, and Y 30%, which is what we suggest for a deep, rich black color.
 - UT's Official Burnt Orange Color – The UT Burnt Orange color is defined on UT's [Visual Guidelines](#) website. Under the [Graphic Elements](#) section, UT's orange is defined as PMS 159 CVC or PMS 166 U. The [CMYK](#) mix is the same: C 0%, M 65%, Y 100%, K 9%. If you are looking to get this color on your final product, make sure that you've selected the correct settings.