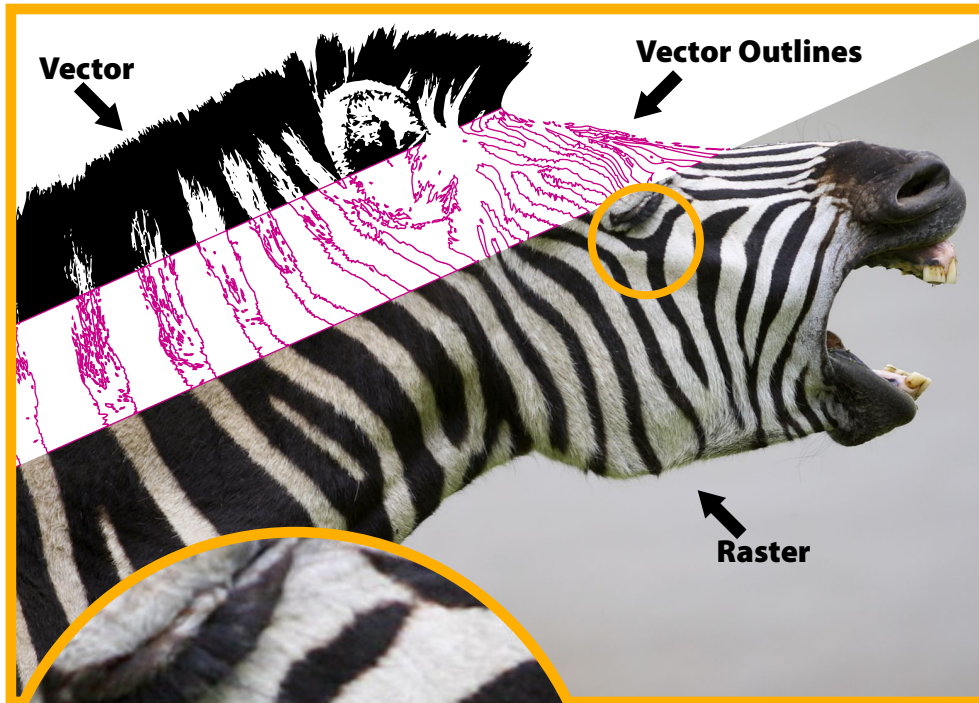# OSA Art Requirements

Current Programs that we use-
Adobe CS4 (Photoshop & Illustrator), Corel X3 & Flexi 8.6v1
Acceptable file formats are **.psd, .ai, .eps, .fl, .pdf, .svg, .tiff, .jpg, .cdr**
When saving jpg's please save them with the **highest** quality possible.
In Adobe Photoshop the quality settings should be set to maximum.
Outdoor Signs America accepts both **vector** artwork & **raster** artwork.

Raster images are created with pixels. Digital Cameras are the most common way of capturing this type of image. When preparing your artwork for submission try to keep the original image without any compression added. Too much compression on a .jpg will result in unwanted artifacts and a loss of clarity within the image. If the image isn't large enough or too much compression has been added, the final output of the sign could be compromised. Remember your sign is worth having top notch artwork, so when submitting your artwork try to follow these guidelines. When saving jpg's please save them with the highest quality possible. In Adobe Photoshop the quality settings should be set to maximum.

One last thing to keep in mind when creating or preparing artwork, is location. The farther away a sign is the more you can get away with. If a sign is on a sidewalk and the general viewing distance is 3 or 4 feet then the highest quality artwork should be expected. If the sign is like a highway sign and will be seen at over 12 feet at an average speed of 20 mph or more then the artwork can be of much lower quality, because the viewers eye will not be able to distinguish pixel ratio at greater distances and higher speeds.

Vector

Vector Outlines

Raster

Low Quality Raster Image

This image was saved in the highest quality possible in order to keep the artwork as close to the original and without artifacts or pixilation.
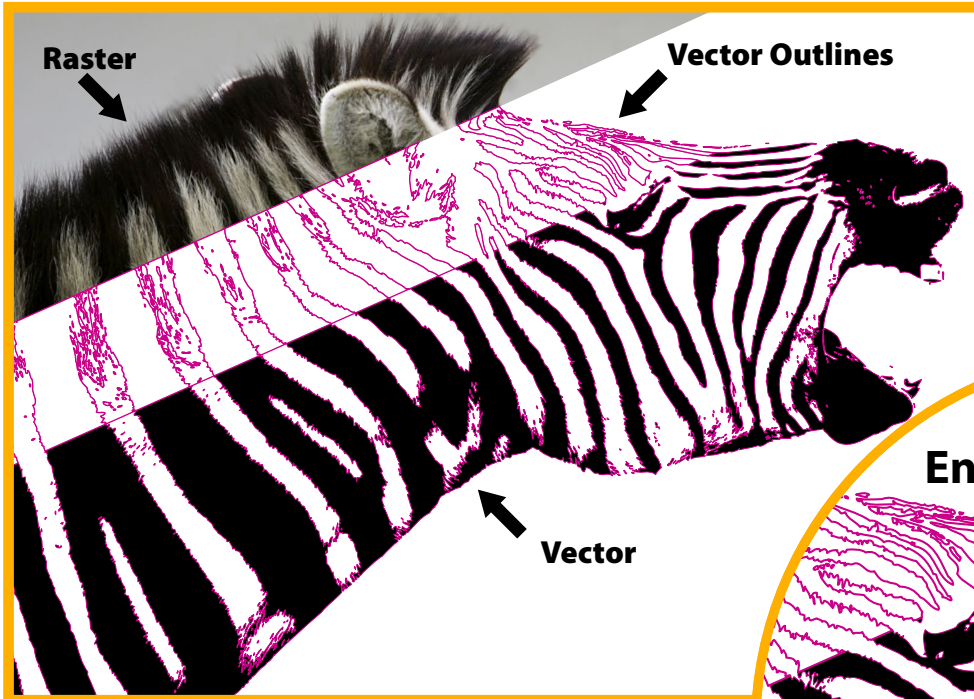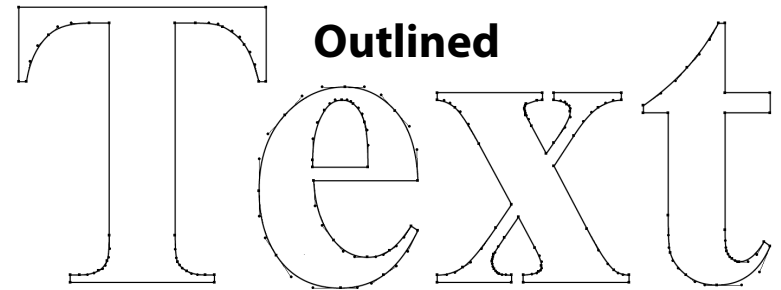
This image was saved in the lower quality settings in order to show the artwork with artifacts & pixilation. Once artwork is printed at full size these kind of inconsistencies could show up .
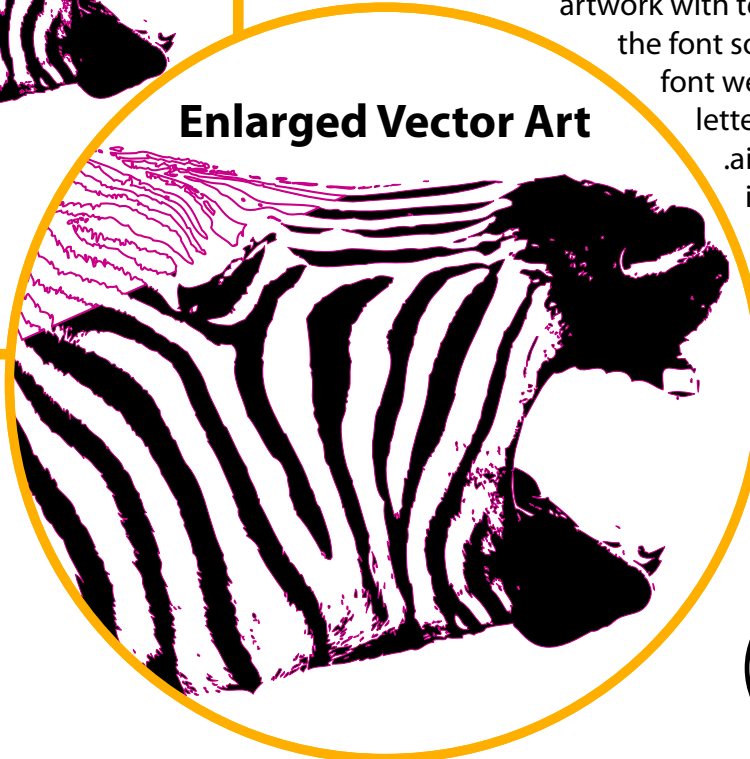
High Quality Raster Image

Current Programs that we use-
Adobe CS4 (Photoshop & Illustrator), Corel X3 & Flexi 8.6v1
Acceptable file formats are *.psd, .ai, .eps, .fl, .pdf, .svg, .tiff, .jpg, .cdr*
When saving jpg's please save them with the **highest** quality possible.
In Adobe Photoshop the quality settings should be set to maximum.
Outdoor Signs America accepts both **vector** artwork & **raster** artwork.
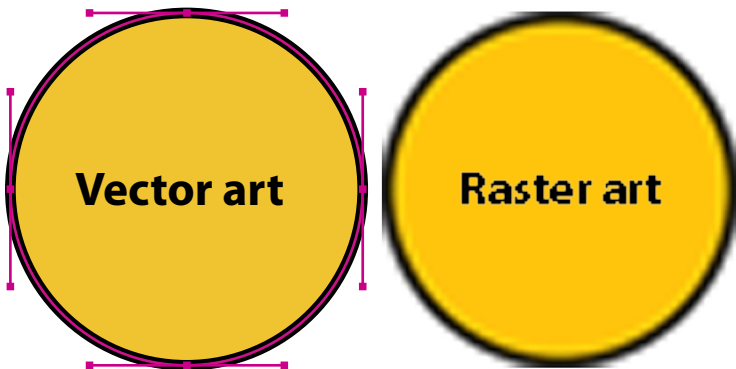
Outlined Text

Raster

Vector Outlines

Vector

Enlarged Vector Art

Vector images are an acceptable art format as well. Vector files differ from raster files in that they are based on geometric shapes and are constructed using a mathematical formula. Vector files are required for vinyl output and cutting. Vector files can be sized up without loss of image quality, while raster images will deteriorate in image quality as they are sized up to larger documents and printed in larger formats. Vector files are generally smaller in file size than raster images since they are primarily not using a pixel per inch ratio for rendering purposes. When submitting artwork with text embedded in the file please outline the font so that if we do not have that particular font we will have the vector outline of the letters for final output. Vector files include .ai, .eps, .fl, .cdr, and .pdf. All vector files include the ability to have a raster image embedded inside of the file and a pdf like this one allows you to view both raster and vector images at the same time.

Vector art

Raster art

Example of Cut Vinyl

Vinyl Vinyl Vinyl

Vinyl Vinyl Vinyl