Artwork Submission

TRAFFIC SAFETY SUPPLY COMPANY

ACCEPTABLE FILE FORMATS

Vector files: Files that can be re-sized and modified without affecting image quality. (ie. Will not blur or pixelate)

**Vector file types: .ai .eps .pdf .svg

**These file types are preferred as we can adjust (ie. Re-size, change font, change color etc.) without distortion or having to re-create file. If the file has uncommon custom fonts the text must either be outlined before export (or) font file should be included.

*Raster file types: .jpeg .tiff .bmp .png

Raster files: These files are only preferred if they are 'print ready'. Print ready includes being:

» High Quality Resolution: Images need to be 300dpi (dots per inch) or greater.
» CMYK Color mode: This creates more accurate colors as the screens
» RGB Color mode: appears much different than what actually prints.
» Actual Size: i.e. If a sign is 30" x 30" the exported file needs to be at that size.

*These file types work fine if they are print ready, if they aren't then the print quality will be affected.