

- **Set the canvas/page size to the size of the sign you are planning to order, using inches as the unit of measure.** As an example, to create a horizontal sign of 3'x6' set your canvas size to 36" high (top to bottom of the sign) and 72" wide (left side to right side of the sign). *Banner size templates are available:*

<http://www.eSigns.com/file-templates.html>

- **Set the file's resolution to at least 150 DPI** - when working at the sign's full size, values higher than 150 usually aren't necessary.

- **Set the color mode for the file to CMYK colors.**

- **Bleeds and crop-zones are unnecessary and are not recommended.**

- **Include the background color for the design in the file itself.** (A File with no set background color will usually default to white, but may get whatever background color a given printer is currently set to.)

- **All important sign content should be kept at least 2 inches from the edge of the sign.** (This will help to avoid the risk of having a grommet-hole punched through anything important.)

- **Check the file's proportions.** A very common problem with design files is that of proportion. A quick way to see if your file will fit the desired size correctly is:

Divide the signs height (or width) by the file's height (or width) using inches as the unit of measure. If the result is a whole number for both dimensions your file will fit onto the selected size. If the result is a fraction, the file will not fit the selected size.

High and low fractions that are very close to being whole numbers may work for the selected size, with minor modifications.

*Example 1:* A design file of 4.5" high by 9.0" wide is proportional to a sign of 36"x72" (3'x6').  $36/4.5 = 8$  and  $72/9 = 8$

*Example 2:* A design file of 3.5" high by 7.0" wide is not proportional to a sign of 36"x72".  $36/3.5 = 10.3$  (rounded) and  $72/10.3$  (rounded)

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## **ESIGNS.COM PREFERRED FILE TYPES FOR PRINTING**

TIFF (flattened to a single layer), PDF, or high-resolution (150 DPI or better) JPG.

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## **Tips & Tricks:**

- Do not paste small or low resolution images into your design file (such as a logo that is only 0.75"x1" in size, for example).

- Low resolution images will not print clearly (72 DPI or less). This includes images copied off of the internet.

- The best way to check the print quality of an image is to view that image at **Print Size**, if possible. *Whatever appears pixilated or blurry will print that way.*

- The next-best way to check the print quality of an image is to view that image at its **Actual Size (100%)**. *Whatever appears pixilated or blurry will print that way.*

- The units of measure used by eSigns.com are feet and inches. 1' = 12"

- To find how many inches a given side of a sign with a size listed in feet equals, multiply the given value by 12. (So a horizontal banner of 3'x6' is equal to 36"x72".)

- Products are listed by Height (top-to-bottom) first, and Width (left-to-right) second. (So 3'x6' is a horizontal (landscape) sign, and 6'x3' is a vertical (portrait) sign.)

- **For best results, your design file should have a resolution of 150 DPI and the canvas/page size should be set to the actual size of the sign (in inches).**