



Artwork Specification Sheet

Digital Printed On Deck Circle Artwork Requirements:

(Maximum print area 5'x8')

- EPS, PSD, TIF, or AI file format.
- Files should be no less than 150 dpi at 100% in size. 300 dpi is best.
- ALL fonts **MUST** be converted to **OUTLINES**. (To avoid font errors)
- Layered files are preferred.
- Use Pantone swatches for color matching.
- Mac or PC formats.
- Include CLEAR instructions and a proof of what the final job should look like in JPG or PDF format.

Painted On Deck Circle Artwork Requirements:

Artwork must be submitted in:

- Vector EPS or AI (Adobe Illustrator) formats
- All Fonts **MUST** be converted to **OUTLINES**. (To avoid font errors)
- Use Pantone swatches for color matching.
- Mac or PC formats.
- Include CLEAR instructions and a proof of what the final job should look like in JPG or PDF format.

DO NOT send PDF, TIFF, JPG, or BMP files as artwork. (See explanations below.)

Illustrator templates are available here: <http://www.durapad.ca/artspec/template.html>

Graphic Industry Standards.

Tiff, JPG, and BMP graphics, are bitmap image formats, comprised of individual dots of color, generally used to display images on a computer screen. Usually only a couple of inches in size.

Enlarging a bitmap image to the size required to apply to an On Deck Circle simply enlarges the individual dots of color. The result is bigger, chunkier dots, with no additional detail and gives poor results.

Vector format images are mathematically defined images comprised of lines, curves, colored regions, text, etc. Vector Images can be scaled to any resolution or size without loss of quality, giving the image on your on deck Circle clean sharp detail.

Note:

Bitmap images imported into graphic programs and saved in an EPS file **DOES NOT** create a vector format file.

Artwork should be submitted as follows:

- On disk:** Send disk to: Sports Field Markings Inc.
55 Church Street South, Ajax, ON Canada L1S 6A6
- E-mail:** info@sportsfield.ca (If possible ZIP files to decrease size)
- Web site:** (files over 5 Meg.)
Location: <http://www.sportsfield.ca/upload/>

Questions regarding artwork requirements: E-mail info@sportsfield.ca or call 905-619-3284