




509.891.9999 

MountainDogSignCompany.com 

sales@mtdogco.com 

ART SPECS

WHAT IS ACCEPTABLE (PRINT READY) ART

VECTOR ART: EPS, PDF or AI (this is line art, NOT photographic art) with fonts OUTLINED (converted to paths).

RASTER (Bitmap) ART: High resolution TIFF, JPEG, or PSD (200 dpi minimum) at or above actual size. For 4-color process (RGB or CMYK) include at least 1/4" bleed.

We do NOT accept the following:

Web images or low resolution (72 dpi) images that appear jagged.

Artwork containing FONTS that are NOT outlined (converted to paths). Anything stapled, folded, clipped, taped, or handwritten on samples.

Art Tips / Details: Guaranteed type size is 10 pt (at ACTUAL ART SIZE). Outline all fonts / convert to paths.

Avoid thin lines: Minimum line thickness 1 pt at ACTUAL SIZE. Use solid spot colors.

Do NOT forward art. Send art directly from original source.

Specify PMS colors when requesting a color match. If unsure, refer to UNCOATED PMS swatches. We will attempt to match all colors; however, exact matches are NOT guaranteed as all printing is done in CMYK.

Art Charges: \$125 per hour for any art creation, rebuilding, or clean up. Minor typesetting (15 minutes or less) will be done at no charge. A third revision to your proof will result in an art charge of ¼ hour minimum.

Software Used

Adobe® Illustrator® CC & lower - File saved as vector EPS, PDF or AI.

Adobe® Photoshop® CC & lower - File saved as 200 dpi (min.)/ JPEG, TIFF, PSD or EPS. (Saved no smaller than actual art size.) Always include 1/4" bleed if required.

(Canva, Microsoft® Word and PowerPoint® documents are NOT ACCEPTED).

Sending Art and Orders

Email: for small file sizes less than 12MB. Send to: sales@mtdogco.com

Include your PO# &/or EST or INV # in the subject line of the email. Please also include a JPEG file for art composition reference only, with PO.

Note: You can send templates flattened .EPS, .AI, or .PDF to preserve the vector art and template integrity.

Ordering & Policies (see also, Terms & Conditions)

Confirmation Process: A confirmation and art layout will be emailed to you at no charge on every new order. Production will not begin until sign-off is received on new orders. Any delays in returning proof may delay your requested ship date.

4-color Process: 1) Exact color matching is not always possible with this method. For PMS matching, we require coated PMS colors to match. 2) Colors may vary within the run. 3) Provide at least 1/4" bleed. 4) Allow variance of image placement up to 1/8" in all directions.

Art on File: Mountain Dog Sign Co. will keep art on file for a maximum of two years.

Trademarks: All logos shown throughout our proofing, social media, website, or marketing materials are the property of the primary trademark holder who controls their distribution.

Social Policy: Our business is to promote companies, their products, and their services. We respectfully reserve the right to decline orders that contain or promote obscene or pornographic content, violence or racism, as well as illegal drugs.