DESIGN GUIDELINES

Velocity Signs offers free sign design (including one revision) with the purchase of any machine and signs. Each additional revision is $50.

Design Portal Link: https://app.smartsheet.com/b/form?EQBCT=43c03de49eaf49e9b4ebcd177304774

VELOCITY SIGNS GENERATED DESIGNS

1. Official Client Logo (Vector Format*)
2. Promotion/Message
3. High Resolution Photographs - 300DPI** or better (if using)
4. Branding Guidelines (colors, fonts, images - if available)
5. Average Turnaround Time - 1 week (Design + Production)

CLIENT GENERATED DESIGNS

1. Official Client Logo (Vector Format*)
2. Promotion/Message
3. High Resolution Photographs - 300DPI** or better (if using)
4. Branding Guidelines (colors, fonts, images - if available)
5. Ability to create vector (CMYK***) design in Adobe Illustrator
6. Ability to manipulate image(s) in Adobe Photoshop
7. Shutterstock (or similar) Account to purchase stock photo(s)
8. Sign specs template (Adobe Illustrator)
9. Access to Graphic Designer
10. Access to large format print shop

*What is a Vector Illustration or Graphic?
Vector graphics produce an image scalable to any size and detail, the quality of the image is limited only by the resolution of the display. Printing the image to paper will usually give a sharper, higher resolution output than printing it to the screen but can use exactly the same vector data file.

**What is Image Resolution and why does it matter?
Image Resolution is referring to the quality and size of the image, or DPI (Dots Per Inch). Images for the web are compressed and are not recommended for use with print. High quality design demands high quality images. A "low quality" image is 72 DPI or less and a "high resolution" image is 300 DPI or more. High Resolution images should be 300 DPI for greyscale and CMYK images, 1200 DPI for line art. Line art or vector art is high resolution.

***What is the difference between CMYK and RGB color?
RGB color space is used for monitors (web) and TVs. This can pose a problem because many of the bright RGB images you may see on your computer simply can't be reproduced on a press. RGB color mode is converted to CMYK for printing because that is how printers output color. CMYK Is the four process colors used for printing. (Cyan, Magenta, Yellow, Black)

VELOCITY SIGNS
THE ORIGINAL SIGN WAVING MACHINE ®