

# SHEPARD SIGNAGE SIZES & GUIDELINES

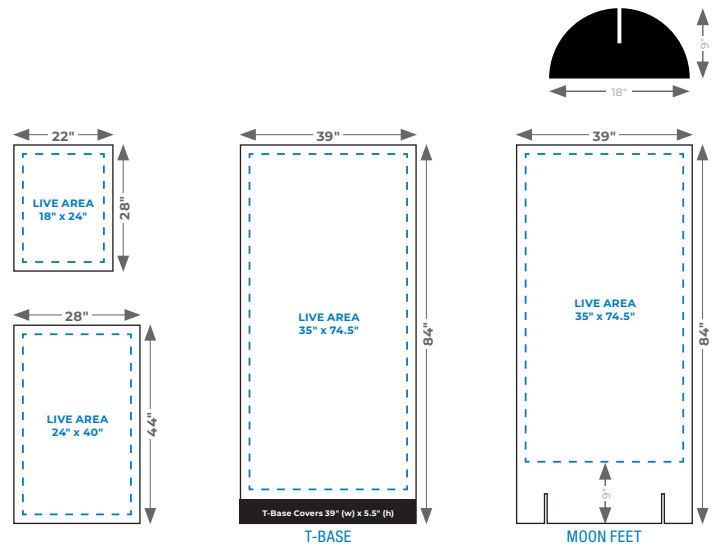
## STANDARD SIZES. CUSTOMIZEABLE.

Ensure your brand is professionally showcased.  
**With Shepard, You Can.**

### Document Sizes

Review the details below to ensure content remains within the LIVE AREA and does not get obstructed by signage holders and metal. All signage can be single or double sided.

| DESCRIPTION    | SIZE      | SPECIAL CONSIDERATIONS  | STAND                                    |
|----------------|-----------|---|--|
| Sign or Poster | 22" x 28" | Chrome Sign Holder = .25" all the way around the sign will be obstructed                          | • Chrome Sign Holder<br>• Floor Easel    |
| Sign or Poster | 28" x 44" |   | • Floor Easel                            |
| Meter Board    | 39" x 84" | T-base = 5.5" of the bottom will be obstructed<br>Moon Feet = 9" of the bottom will be obstructed | • T-base<br>• Moon Feet<br>• Spider Feet |



### Document Specs

- All artwork should be created at 100% size at 150 dpi or in a proportionally scaled down format.  
*examples: 50% at 300 dpi OR 25% at 600 dpi*  
1:1 or 100% - resolution no less than 150 dpi  
2:1 or 50% - resolution no less than 300 dpi  
4:1 or 25% - resolution no less than 600 dpi
- Please mark artwork size if scaled down.  
*example: DESIGNED AT 50%*
- When working between Adobe programs, DO NOT copy & paste objects from Illustrator to InDesign files. This causes objects to not print correctly. Save elements from Illustrator and place them in InDesign.
- Images pulled from the Internet are NOT suitable for high quality, large format printing. These images are low res and will not reproduce well.

- Verify resolution by viewing artwork on the screen at full size in high definition. Observe image from different distances away, artwork is typically view from a couple feet away.

### Acceptable File Formats

Shepard uses the most current version of Adobe Creative Cloud®. If providing native files from another version, please also provide an .idml file. **WE DO NOT ACCEPT:** Microsoft® Word®, Excel®, or PowerPoint® files.

| PROGRAM     | FILE EXTENSION               | SPECIAL CONSIDERATIONS   |
|-------------|------------------------------|--|
| Acrobat     | .pdf                         | Must be high resolution with fonts embedded.   |
| InDesign    | .indd or .idml               | Images embedded and fonts changed to outlines or send a packaged file with fonts and images.                 |
| Illustrator | .ai or .eps                  | Vector artwork. Images embedded and fonts changed to outlines or send a packaged file with fonts and images. |
| Photoshop   | .psd   .tiff<br>.jpeg   .eps | Raster artwork. Must be built in CMYK color space.   |