

# TECO Line Streetcar System

## Streetcar Topper Artwork Specifications

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### Artwork should be submitted full size using:

- AI - Adobe Illustrator CS2 or earlier (Fonts expanded or converted to outlines)
- EPS - with all fonts converted to curves and using embedded or linked bitmaps
- CDR - Corel Draw 13 or earlier (Fonts converted to curves)
- Macromedia Freehand MX or earlier (Fonts converted to paths)
- PSD\* - Photoshop CS2 or earlier (Minimum of 15,250 x 1,250 pixels - fonts rasterized, keep layers)
- TIF\* - (Minimum of 15,250 x 1,250 pixels)
- JPG\* - Very little or no compression (Minimum of 15,250 x 1,250 pixels)
- PDF\* - Adobe Acrobat (Please use 'Press Quality' settings)

\* Editing, if possible, is more difficult with these formats. PSD, TIF & JPG need be 150dpi or greater, 75dpi or greater for large format.

### Live Area

302" wide x 23" tall.

### Outside Dimensions

305" wide x 25" tall.

(The background should bleed to the outside dimensions, text and logos should not fall outside of the live area)  
Final visible area 304" wide x 24" tall

This is a large single graphic and some editing applications will not accept the dimensions. Should you not be able to create the artwork full size please use half (152.5" x 12.5") or quarter size (76.25" x 6.25"). Keep in mind that 50dpi at size means that any included bitmaps should be 100dpi at half size and 200dpi at quarter size.

For efficient sizing please do not embed any included bitmaps, simply send them as links. If using Adobe Illustrator; save the file as an .AI file, use compression and DO NOT check PDF compatible. ZIP or Stuffit is fine for transportability as are CDs or DVDs.

All files should be CMYK and/or PMS (Pantone Matching System) spot colors. Please bear in mind that drop shadows or transparency rendered over PMS colors convert the area below them to CMYK while the rest of the spot color stays a spot color making the color inconsistent. (In other words, if you want a drop shadow, don't place it over a spot, place it over CMYK and it will print fine. This is a postscript limitation and we are powerless to change it until Adobe possibly updates it in Postscript 4.) Should you need a drop shadow then please convert your underlying PMS to CMYK.

We are working on RGB profiling but it is not yet complete so we cannot guarantee consistency (or at times even color) using RGB elements. These guidelines will be updated when the profiling is complete.

When linking or embedding files please adhere to the 50dpi at size minimum using CMYK files. JPG compression less than 65% quality may show visible artifacting. Bitmaps need not be greater than 300dpi. No editing will be done to your files. Should changes be necessary you will be requested to submit modified artwork. If we are required to modify your artwork our design fee is \$65/hour and font information may be requested.

Submit files via e-mail to: [chris@sbcsignworks.com](mailto:chris@sbcsignworks.com) or send a CD with your artwork to our address. Please include contact information with all correspondence.



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