

Project Planning

Genesis Graphics <genesis@genesisgraphicsinc.com>

Wed 12/20/2023 10:50 AM

To:Robert Brown <rbrown@gladstonemi.org>

Hello Robert,

10th St Bracket measure 14"

I just wanted to touch base with you per our conversation this morning. The information I will need from you is listed below. I have some standard sizes to give you an idea of what we usually do as well. I've attached our art requirements in the event you have your own designer or images, but we also provide this service if you do not.

Information Needed

Size	(Including Holes, Corners, Dimensions, Mounting Accommodations)
Quantity	(Exact preferred, but ballpark's okay too)
Preferred Material	(If known)
Intended Use	(Indoor/Outdoor, Under Ground/Water, Daily/Yearly, Etc.)
Viewing Preferences	(Double/Single Sided, Color Blind, ADA, Etc.)
Mounting	(Frames, Poles/Brackets, Plates, Etc.)
Other	(Anything else you think is relevant: Budget, Art Ideas, Etc.)

Standard Sizes and Options

12 x 24, 12 x 36, 12 x 48

18 x 24, 18 x 36, 18 x 48

24 x 36, 24 x 48, 24 x 60

Pole Pockets, Grommets, Rope (Standard Mounting Options)

13oz, 15oz, 18oz (Banner Material We Offer)

Single (All) or Double Sided (18oz Only)

Full Color Options Including Photo Quality

Custom Sizes and Mounting our available

Art and Design Services Available

Prices

\$4 per Square Foot 13oz

\$6 per Square Foot 15oz

\$8 per Square Foot 18oz

\$14 per Square Foot Double Sided 18oz

Packaging TBD

E-File Prep \$15 Each

Art \$60 per Hour (billed in 15 minute increments)

Mounting TBD

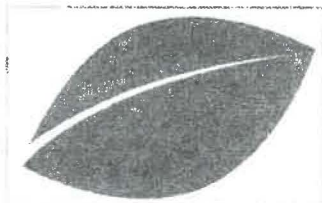
I hope this helps get things started. I know we talked about some of this information already. I'll wait to hear back from you on sizes and quantities for some quotes.

Vector Files

Vector graphics are built out of math formulas that the computer translates into an image. Because they are formula based, their size is able to be adjusted endlessly without any loss of image or print quality.



Vector graphic
when enlarged.



Vector graphics are preferred as they offer a wider range of use and make it easier to prepare your art for print with the variety of machines and print processes we use. **The vector file types we accept are .ai, .indd, .eps, .svg, and vector pdf (a pdf made using vector software).**

Raster Files

Raster graphics are built out of colored squares (pixels). Each raster graphic contains a finite number of pixels, meaning that when enlarged the pixels may become visible and the graphic will appear fuzzy.



Raster graphic
when enlarged.



Raster graphics are acceptable for some uses (signs, banners, and decals). These files should be submitted size to the desired print size and at 300 dpi. **The raster file types we accept are .psd, .jpeg, .png, .tiff and raster pdf (a pdf made using raster software).**

When submitting art files following the following guidelines will help ensure you art is printed as intended.

- Convert fonts to outlines or submit all font files that were used to create the art file
- Embed all photos and images into the art file or submit all linked photo and image files
- Include a "safe zone" of a minimum of 1/8" in from the edge (cutline) on all decal art and 1" for signs (1/2" for unframed signs is acceptable)
- Include a bleed (area outside of the cutline or sign edge) of 1/8" for decals and 1/4" for signs to ensure the print covers the entire decal or sign when trimmed to the finished size.

Art that is submitted that does not follow these guidelines may be subject to additional fees to prepare them for print. Raster images may require extra preparation depending on the end product and print process required.

Your art file can be submitted the following ways:

- via email (for files under 50mbs) to genesis@genesisgraphicsinc.com
- via an FTP site (file transfer protocol). Go to genesis-graphics.wetransfer.com to upload directly to us through WeTransfer. A link to our WeTransfer page can also be found on our website under "Upload File".
- Other sites such as Dropbox and Google Drive may be used by sending us a link to download the file. (Be sure to give genesis@genesisgraphicsinc.com permission to access the file.)