



Gopher Sign ART PORTAL Guidelines

Welcome to Gopher Sign Company. Our objective is to provide you with the information you need to make the art preparation, upload and approval process as accurate and seamless as possible. Your graphics will be printed on our proprietary ImageLOC® CMYK printing process. Following these guidelines will help assure the most efficient and accurate print reproduction of your artwork without incurring unnecessary file preparation charges. Once you're ready to upload your PDF files, you'll be using the Gopher Art Portal to upload and pre-flight your files. We have included instructions on how to use this portal as part of this document. Feel free to contact our Art Department with any questions or concerns you may have.

Email: artdepartment@gophersign.com | Phone: **651-698-5095**.

What is the Gopher Art Portal?

The **Gopher Art Portal** is a secure site where your privacy and the files you submit are password protected. Artwork files can be easily uploaded from your computer to Gopher Sign's art department on our cloud-based art portal at www.gophersign.net. This allows for efficient file transfer, proofing, annotation and collaboration in one central online location. This is a login website specific to artwork file transfer and proofing, and cannot accept anything that is not in PDF format.

Prepress Guidelines

IMPORTANT NOTE: You will be saving and uploading your graphic files as High Quality PDF files*. We do not require the native files to be uploaded with the project. Please follow these guidelines carefully.

- The maximum single or double-sided panel size is 119.5" W x 47.75" H.
- Make certain your bleed is at least .25" beyond the dimensions of the panel size.
- Artwork files should be designated in CMYK color mode and GRACoL 2006 color profile for best results.
- A CUT PATH indicating the outside perimeter of the sign panel, the radius of the corners, hole sizes and locations, and stud and bonding plate locations (if supplied) should be indicated by a 1 pt. vector rule with the Spot Color name: Cut Path. Accuracy is **critical** when creating the cut path to assure that your sign panel will fit the environment in which it is to be mounted. The cut path will not actually print, but must be included in the PDF for the CNC router.

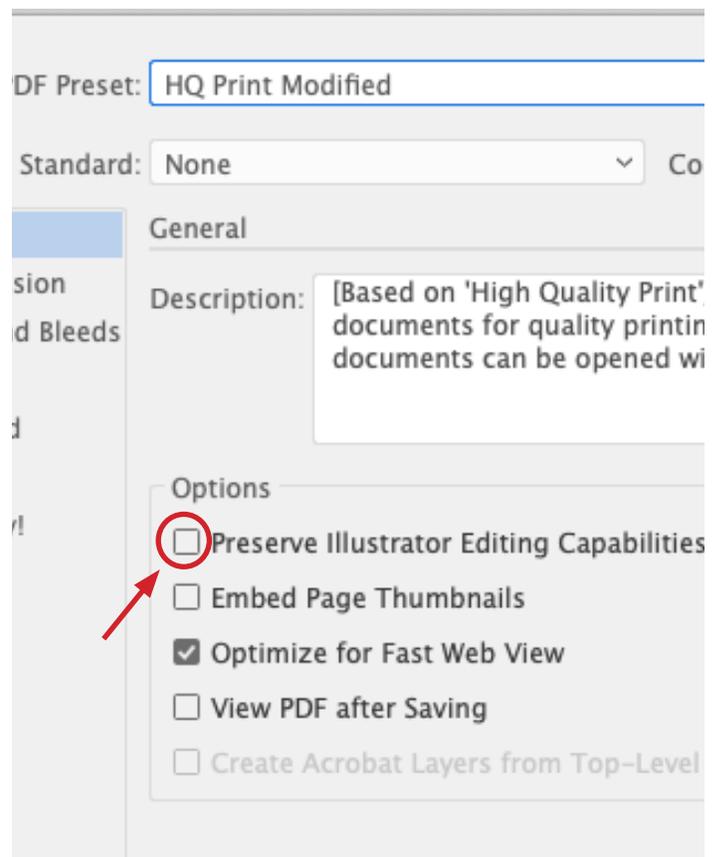
(CONTINUED)

- If Pantone Spot Colors are assigned, they should be from the Pantone + Solid-Coated color formula library for best results.
- Pixel images should be a minimum of 100 dpi at the final output size.
- Spell check has been applied and all errors addressed.
- Unless the finished artwork is going to be paneled, we ask that you have a minimum radius of .125" to prevent injuries on sharp corners. Square corners are available if required for paneling.
- Minimum radius on inside corners is .130".
- Minimum hole diameter is .145".
- Artwork files should be exported from the native application as a "High Quality Print" PDF file and uploaded to www.gophersign.net
- Irregular shapes, cut-outs, holes, flush-mounted studs on the back of the panels are available.
- Mounting hardware options for ImageLOC® sign panels include: upright fully-framed or unframed display bases, cantilever fully-framed bases, frameless pedestal post displays, rail mounted frameless displays, frameless or framed wall-mounted displays using Z-Clips, VHB tape, or SignFix extrusions, and traditional thru-hole fasteners.

Tips for Creating Hi Res PDFs

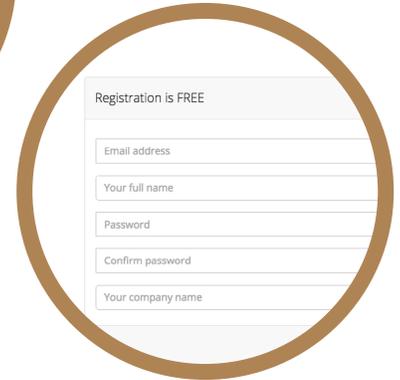
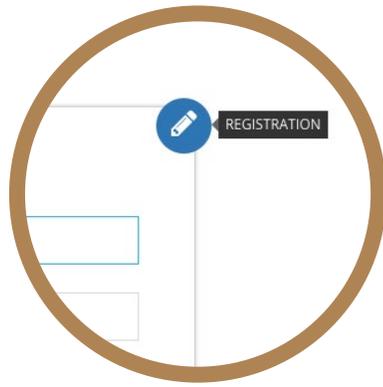
When saving your Hi Res PDF out of Illustrator, choose High Quality Print. Under Options make sure you **uncheck** "Preserve Illustrator Editing Capabilities". This will greatly reduce file size.

***IMPORTANT: We generally discourage uploading PDF-compatible Illustrator files as your file size will be very large and will slow upload time.**



Self-Registration

If you do not yet have an account with us, you must first register. Go to www.gophersign.net. When the log-in screen appears, select "Registration". The registration screen will appear that allows you to enter your email address, full name, password and company name. When completed, click "Register".



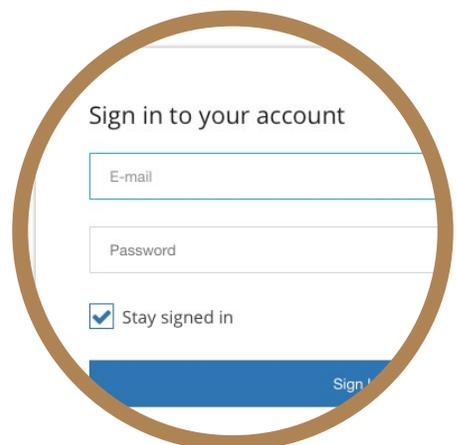
Gopher Sign must approve each new account and user within that account before the art portal can be used. This approval process will typically be completed within 24 hours. Once your account is activated, you will be able to log in directly to your customer DASHBOARD page which will highlight the status of each order you have with Gopher Sign.

Once you're an established art portal User:

1 Log In

- Log in at www.gophersign.net
- Enter USERNAME: (your email)
- Enter PASSWORD: **123**

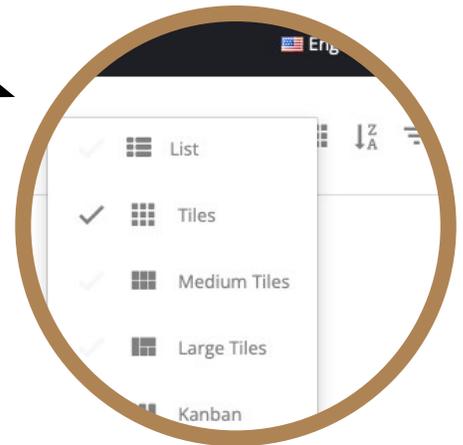
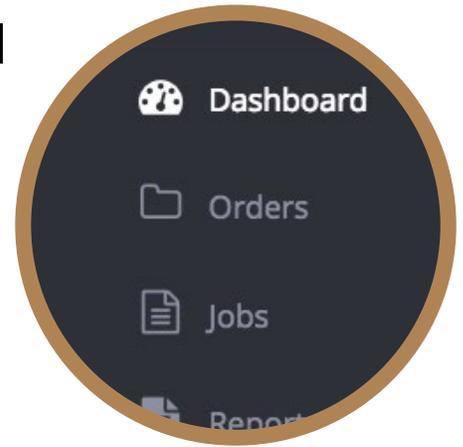
(You may create a unique personal password after your initial log-in)



2 Navigating Your Dashboard

- On the left side of your screen, you will see the navigational menu; click on “Orders”.
- The ORDER screen will display showing you all the orders you have indicated by a folder icon.
- Double click on the order folder to upload any artwork, review and approve proofs.
- It is recommended that you upload your files while in Tiles View, not List View.

NOTE: Before uploading your art files on any new project, you must first contact your sales representative to have your Quote converted to an Order.



3 Uploading Artwork into the Art Portal

IMPORTANT: The art portal can ONLY accept PDF file formats.

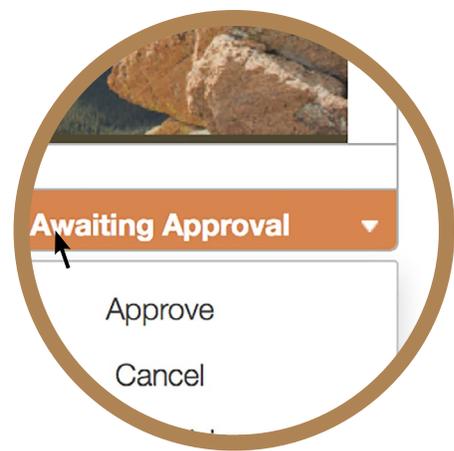
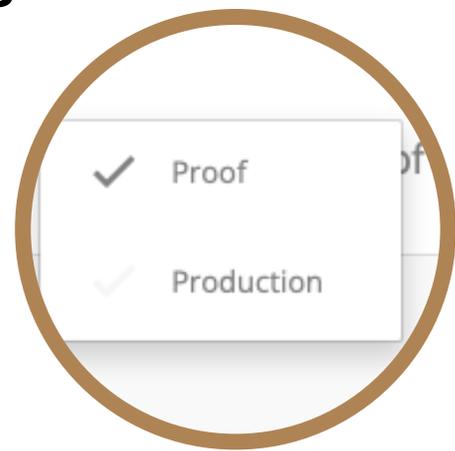
PLEASE do not upload ZIPPED files, they will be rejected and put ON HOLD.

- The portal automatically initiates a “pre-flight process” on each file, conducting a full pre-flight checkup to make sure it is printable. This will happen in real time while you are in the portal. If there is an error in any file, the portal will put that file “On Hold”, telling you specifically where the pre-flight error occurred. The error(s) can then be viewed under “Preflight Report”.
- Click on the file that had the error; select “Request New Revision” in the drop-down box; choose Reject and Upload.
- Drag and drop the corrected file onto the line item that had the error to re-initiate the pre-flight process on the corrected file. Repeat until the file uploads without errors. At that time, the status will change to: **Awaiting Approval**.

- When you have finished uploading all of your PDF files, send a message, or choose **Approve** on each file so the art dept. will be pinged with an email indicating you are ready for your files to be inspected and reviewed. (Choosing Approve at this stage does NOT mean your file is ready for print! It simply means you are done uploading.)
- The art department will then review all files and upload a final Production File proof with the proper file nomenclature, cut paths, corner radius, etc.
- You will be notified once all of your final proofs are ready for your final approval. Click on the temporary email link to log in, or if that link has expired, you must log in with any browser (except Internet Explorer) using your log-in credentials. Your approved proofs are then ready to be sent to production by our art department.

4 Reviewing Your Final Proofs

- Double click on the image thumbnail for each job. Near the upper right corner of the Content Proof screen you will see a toggle for Proof Mode or Production Mode. Click on the word "Proof", it then gives you a popout menu to choose the other mode. We recommend using Production Mode to review your proofs as it gives you a slightly higher resolution proof, especially for raster images or small details. You will be able to zoom in and out with the magnifying glass for closer inspection of specific areas on the proof.
- When your final proofs, it is highly recommended that you download the Hi Res Production File PDF to review it in Acrobat.
- When finished reviewing your final proofs, simply choose **Approve** on each to change the status.
- Your file is now ready to be **Sent to Production** to be scheduled into the print queue.



ImageLOC® Lab Proofs

ImageLOC® is a proprietary printing process involving printing directly onto an organic substrate and top coating the printed image with a protective hydrophobic coating containing UV inhibitors. Naturally, some colors may shift from your original PDF proof during this process. If hitting a specific color is critical, you may want to receive a lab proof on your job. If so, you will need to send Gopher Sign a composite art file through our Art Portal which will be printed out on an 10" x 8" ImageLOC® panel. This lab proof will show you exactly what the final colors, fonts, and critical elements in your artwork are going to look like on the final sign panels. The pricing is \$40.00 for a double-sided proof. Pricing includes standard Priority Mail service. If required, expedited air service is available at an additional expense. Your composite file should be set up with the physical output size set to 10" x 8". Proof layout example shown below.

