Gopher Sign Art Portal Guidelines & Procedures

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 your files are ready to be uploaded, you will be using the Gopher Art Portal (GAP) to upload and pre-flight your files. We have included instructions on how to use the Gopher Art Portal as part of this document. Please 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 (GAP)?

The **Gopher Art Portal (GAP)** is very easy to use. It 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. The 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 path 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 should be brought to the front of the artwork layer so that it is visible.

— If Pantone Spot Colors are assigned, they should be from the Pantone + Solid-Coated color formula library for best results.
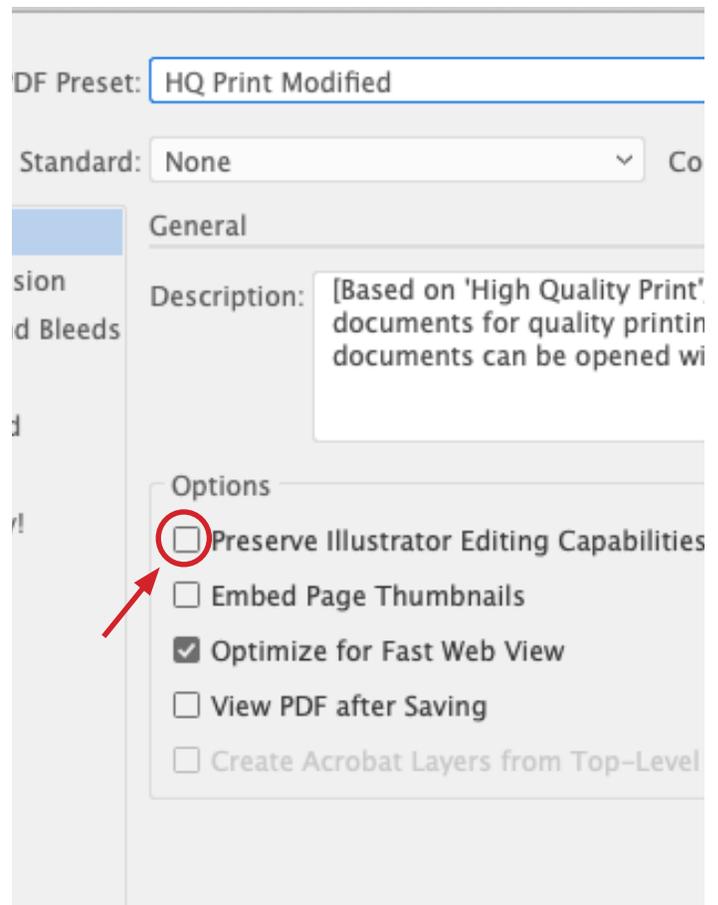
(CONTINUED)

— 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 for framed wall-mounted displays using Z-Clips, VHB tape, or SignFix extrusions, and traditional thru-hole fasteners.

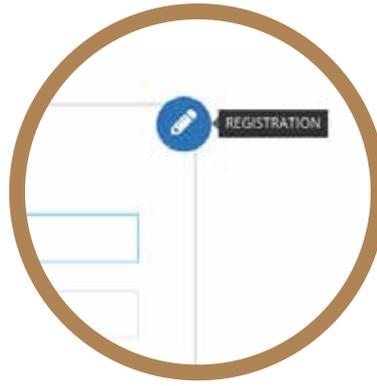## Tips for Creating Hi Res PDFs

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.

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Options

☐ Preserve Illustrator Editing Capabilities

☐ Embed Page Thumbnails

☑ Optimize for Fast Web View

☐ View PDF after Saving

☐ Create Acrobat Layers from Top–Level

Registration

On your first visit to the **Gopher Art Portal (GAP)** 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 job you have with Gopher Sign.

Once you are 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 inital 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 on the GAP.

— Double-click on the order number to upload any artwork, review and approve proofs.

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.
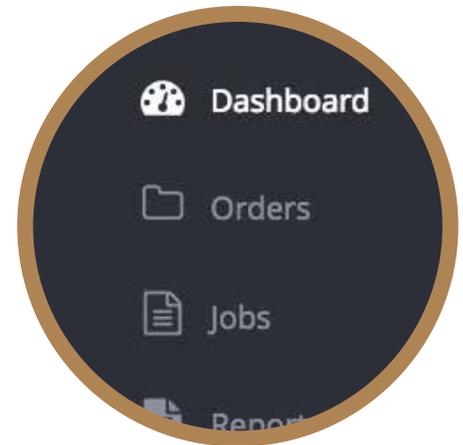
3 Uploading Artwork into the Art Portal

**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 GAP 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 GAP 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 "replace file" in the drop-down box; make the necessary changes to correct the file.

— 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 file designation will change to: **Awaiting Approval**.

— The art department will then create an order shell or project folder in the art portal with the individual line items (jobs) outlined in the quote you approved, providing a template for each sign panel that defines the exact size, shape, hole or stud size and location, corner radius, single or double sided, bleed, mounting, etc. so your artwork can be loaded onto the template for proofing. Each line item will be numbered in the order it appeared on your quote.

— The art department will then upload each of your graphic files onto the appropriate template that matches the line item on the quote; this will initiate the "pre-flight process" once again to assure your graphic file is consistent with the template. (If there are errors in any of your files, the GAP will put the file "On Hold", telling you specifically where the pre-flight errors occurred.)

— You will receive an automatic email notification telling you your proofs are awaiting your approval. Click on the link provided to log in and approve them. Your approved proofs are then ready to be sent to production by the Gopher Sign 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 you will see a toggle for Proof Mode or Production Mode. We recommend using Production Mode to review your proofs. You will be able to Zoom in and out with the magnifying glass for closer inspection of specific areas on the proof.

— When finished reviewing your proof, simply choose **Approve** to change the status.

— Your file is now ready to be Sent to Production by the art department.
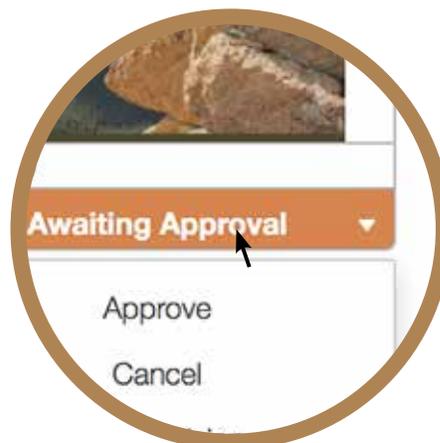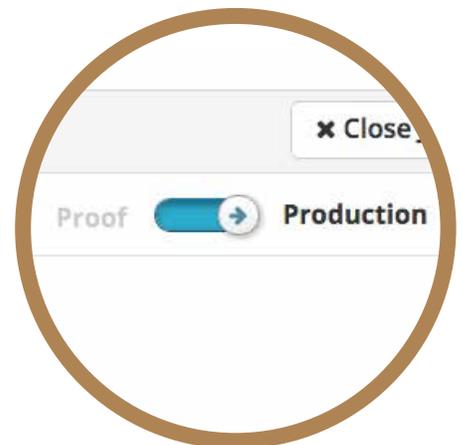
ImageLOC® Lab Proofs

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 on lab proofs is $35.00 for single-sided proofs and $40.00 for double-sided proofs. Pricing includes standard Priority Mail service. If required, expedited air service is available at an additional expense. Your composite file should be setup with the physical output size set to 10" x 8". Proof layout example shown below.

Actual Size: 36" x 24"   10" x 8" Proof   OR   10" x 8" Collage Proof
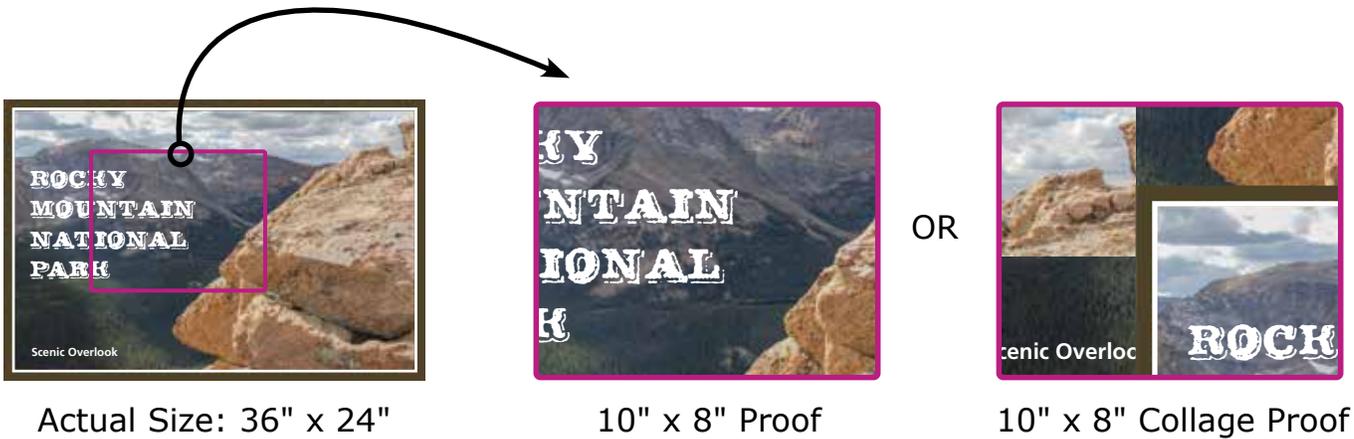
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