



Design Tips...

Simplicity

- Use only 3 elements
- 6 second view time

Legible Type

- Do not use thin or decorative type
- Do not use type with too much contrast between thick and thin strokes

Short Copy

- Simplicity is needed since the display is seen at a distance with the viewer in motion

Large Illustration/ Photograph

- Use only one, large illustration or photograph
- Close cropping and exaggerated points provide greater impact

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TRANSITART

SPECIFICATIONS

COMPATIBLE SOFTWARE

Illustrator CS4 (or earlier version)
Photoshop CS4 (or earlier version)
InDesign CS4 (or earlier version)

ACCEPTABLE FORMATS/LINKS

Native File Format of the Software listed above. (All fonts must be outlined or converted to paths)
Links: EPS (CMYK), Tiff (CMYK), JPG (CMYK, at maximum quality) PDF (CMYK)
NOTE: When using Photoshop elements in Illustrator DO NOT EMBED! Save them as links and send along with the finished file.

Do not exceed a file size of 1 GB.

Microsoft Word, Publisher, or PowerPoint formats **not** accepted.

Resolution – 1/10th scale. Recommended 1,500 dpi minimum
(This gives you a final resolution at full size of 150 dpi.)
All artwork must be saved as CMYK

ACCEPTABLE MEDIA

CD ROM Disc
DVD Disc

Please call for information on the submission of artwork via the internet.

SCALE

1/10" = 1" (1/10th scale). For all artwork you will need to work directly in an transit template in Illustrator - with or without Photoshop links. Please contact your Sales Representative for the appropriate template.

COLOR

CMYK
JPG Proof or Color Laser Copy
Note: Exact color matching is not technically possible in Outdoor - or any other medium. A quality color print ensures that you will receive the most accurate reproduction currently available utilizing four color process printing.

FONTS

Include printer and screen fonts on disk **only** when unable to convert them to paths.

QUESTIONS OR CONCERNS?

Do not hesitate to contact P.S. Media, Inc. Graphic department via phone or email.