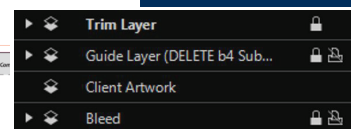
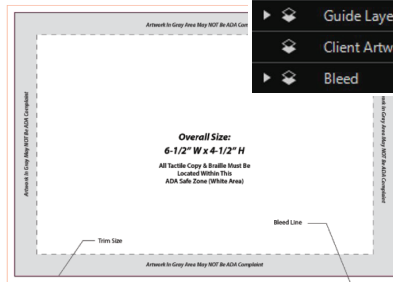


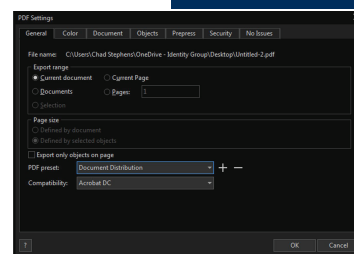
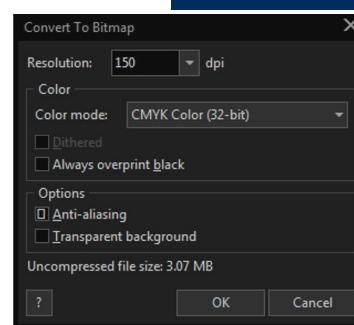
Artwork Set-Up Guidelines

- Pre-made templates are made available for your convenience.

Downloadable files are available in Illustrator (AI), Corel (CDR), EPS and PDF. These templates include 3 layers including a trim layer, guide layer, and client artwork layer. See sample template and layer tab to right. The “guide layer” includes important notes and artwork areas marked. Please make sure to **delete** the guide layer before submitting final artwork. The “trim layer” includes the cut path that is the final size of sign; do NOT adjust this layer. Please provide all artwork on “client artwork” layer. You may add additional layers as needed, but please note any additional layers that are added WILL print. Do NOT leave any additional layers or artwork on final submitted artwork that you wish to NOT be printed.



- Background color and/or image must extend to bleed line. Bleed is 1/8", so the entire artwork area will be 1/4" bigger than final cut size. For example, if the final size is 4-1/2" x 4-1/2", the background color/image should measure 4-3/4" x 4-3/4".
- If there is not a background color and/or image provided, the background will remain the color of the selected substrate (clear, white, black, etc.)
- The use of transparencies, tints, multiply effects, drop shadows, etc. within the artwork is allowed but the final artwork MUST be rasterized before artwork is submitted. ***If artwork is submitted without being rasterized, the artwork will NOT be usable and CANNOT be printed.*** See page 6 for additional information.
- All rasterized artwork should be at least 150 dpi at full size.
- Raised copy and/or braille that is within the gray area may NOT be ADA compliant. There must be a 3/8" clear space between the edge of all copy and/or braille and the edge of sign. See Signs and the ADA reference guide for more information.
- Raised text, braille, colored braille, & texture MUST be spot colors and labeled as such. See pages 4-6 for additional information.
- Texture elements MUST be brought to the front with an overprint attribute. See page 6 for additional information.
- Braille copy must be translated to Grade II. See page 5 for additional information.
- ALL fonts including braille must be converted to outlines prior to submission.
- Art files should be saved in CMYK color mode.
- Artwork must be saved and submitted in a PDF format with the “Document Distribution” preset selected.
- Signs will print using the CMYK process. Due to variations in monitors, printers, and software, Identity Group cannot guarantee an exact match to your intended colors. We will verify all prints using our “pleasing color” standard for print quality.
- Please proofread and check your final layout (with your client if needed) before submitting artwork, as Identity Group cannot edit your file once submitted.
- Identity Group is NOT responsible for ADA compliance issues arising from improper fonts, copy sizes, braille translation, etc. We will reproduce your art **as submitted**.



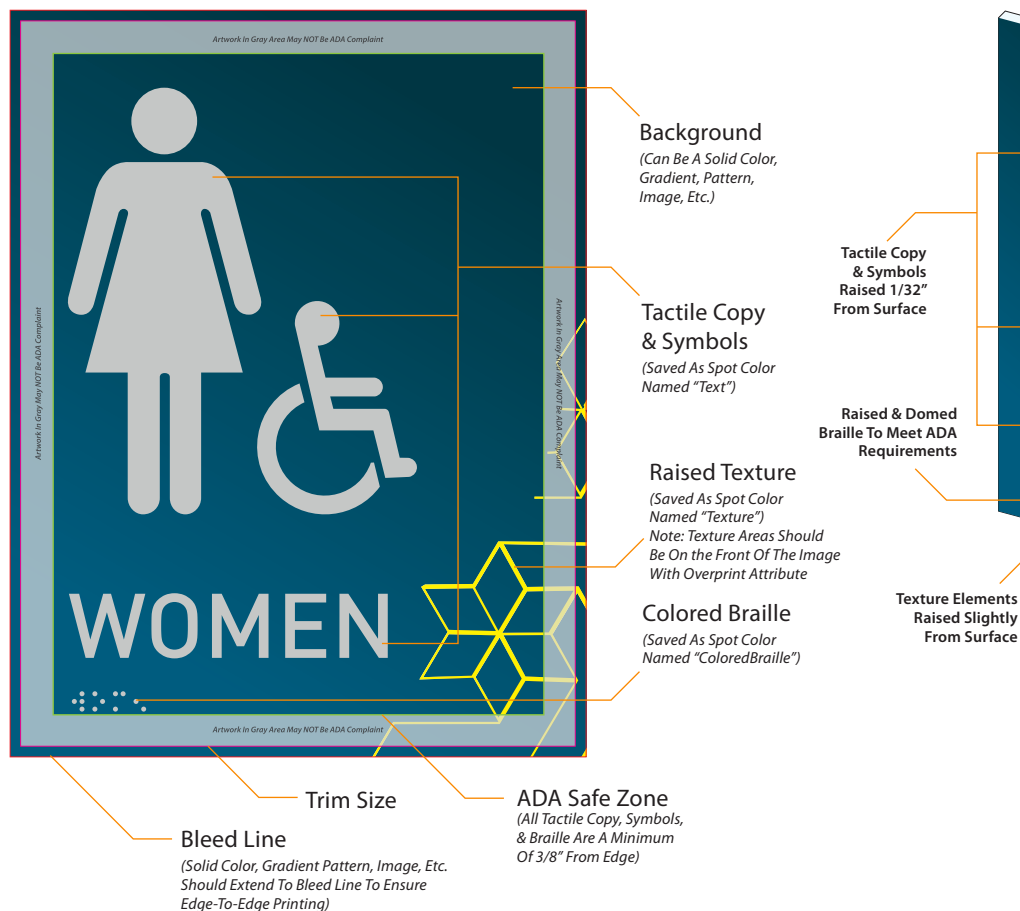
Checklist Before Submitting Artwork

- ☐ All raised copy and braille are located within “ADA Safe Zone” artwork area (white area) on template. Identity Group is NOT responsible for ADA compliance issues. We will reproduce your art **as submitted**.
- ☐ Guide layer has been deleted from file.
- ☐ Trim Layer is included, Is the top layer and has not been changed.
- ☐ All artwork (including copy and braille) is on Client Artwork layer.
- ☐ Spot colors are set up correctly.
The color is a spot color (NOT a process color) AND named EXACTLY as below.
 - Braille
 - ColoredBraille
 - Text
 - Texture
- ☐ Files with raised texture elements should have the texture areas at the front of of the artwork, with an overprint attribute.
- ☐ All solid colors, graphics, photos, etc. extend to bleed line when needed.
- ☐ Any artwork that contains transparencies, tints, multiply effects, drop shadows, etc. have been rasterized.
- ☐ All rasterized artwork is at least 150 dpi at full size.
- ☐ Files are created in CMYK color mode.
- ☐ Braille has been properly translated using Grade 2 Braille.
Identity Group is NOT responsible for ADA compliance issues.
We will reproduce your art **as submitted**.
- ☐ All fonts, including braille, have been converted to outlines.
- ☐ File names only include alpha/numeric characters. File names CAN NOT include special characters (spaces, periods, exclamation points, etc.)
Example of correct file name: 123456SuiteID8x6Rectangle.pdf
- ☐ Save all files as PDF's with “Preserve Illustrator Editing Capabilities” checked before submitting.
- ☐ Final file size is less than 200 Mb. Anything above 200Mb will NOT be able to be uploaded. Please note the larger the file the longer it will take to upload the file.

Artwork Set-Up Examples

6-1/2" x 8-1/2" Template

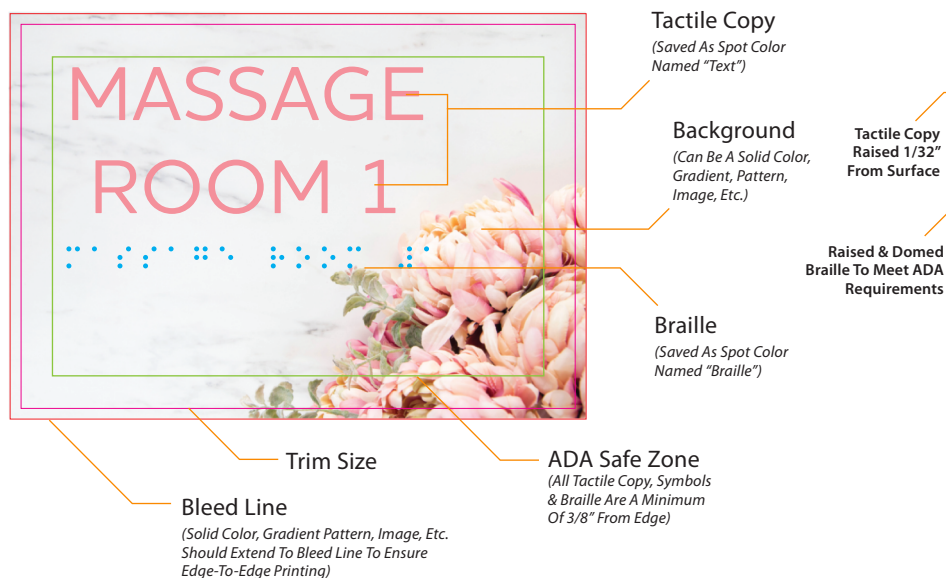
Shown as it may look like while setting up artwork.



Rendering Of
Finished Product*
*Based On How Art Is Set Up

6-1/2" x 4-1/2" Template

Shown as it may look like while setting up artwork.



Rendering Of
Finished Product*
*Based On How Art Is Set Up

Formatting Tactile Copy & Symbols

- All identification signage must include tactile copy and braille. Tactile copy must use a sans serif, non decorative font with specific stroke weight requirements. The copy must be in all caps and must be at least 5/8" tall but no more than 2" tall.



5/8"

A Non-ADA complaint font can be used but it must be supplemented with tactile copy in an ADA compliant font. These are known as "dual copy signs" with the Non-ADA compliant font being purely visual and the ADA complaint font being tactile and sometimes visual. For more information on these signs, please contact us.

ADA NOTE:

Tactile Copy & Braille Is Only Needed On Identification Signage.

Tactile Copy & Braille Is NOT Needed On Signage That Provides Direction Or Information About The Facility.

See "Signs And The ADA" PDF For Detailed Guidelines, Requirements & Additional Information.

- Select a font (see page 7 for list of common ADA Fonts), adjust the copy size, change copy to uppercase, and select the justification (left right or center).

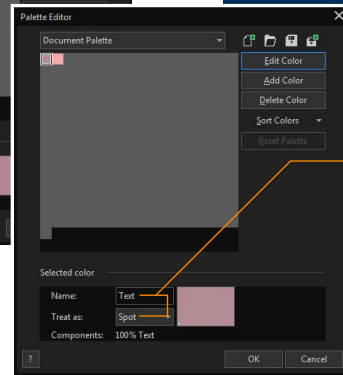
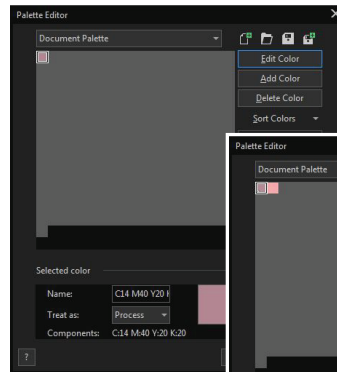
- Next we need to adjust the color of the copy. ADA requires significant contrast between the copy and the background. For instance, copy can be light on dark color background or dark copy on a light colored background. You can color copy 1 of 2 ways. Either use CMYK values and create a spot color, or use an existing spot/PMS color and change the name. **The swatch name MUST be "Text" AND the color type MUST be Spot Color. (Colors left as process colors will NOT print as raised text.**

To create a spot color from CMYK values: Open the Palette Editor and adjust the CMYK values. You MUST name the swatch "Text" AND change the color type to spot color.

To use an existing PMS/Spot Color: Add the PMS/Spot color to the palette or make sure the swatch you want to use is in the Palette Editor window. You MUST name the swatch "Text". Note the Treat As selection stays as Spot..

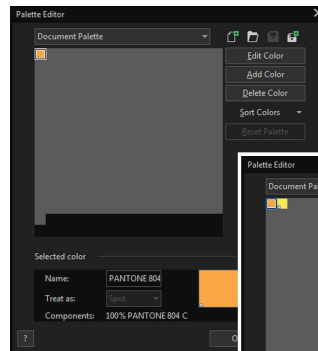
- For copy to be printed in white, please use CMYK values with 0% cyan, 0% magenta, 0% yellow & 0% black.
- Symbols/pictograms are not required on ADA signage. However, if they are used, they MUST be located in a 6" tall field without any other tactile copy or graphics located in that area. ADA does not require that the symbols be raised- but if you would like the symbols to be raised, they must be the same as the tactile copy (a spot color AND the swatch name MUST be "Text").

See page 7 for common international symbols.

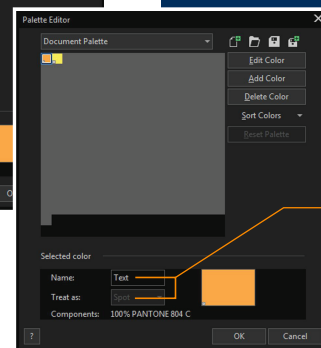


Correct Formatting

Spot Color Created From CMYK Values



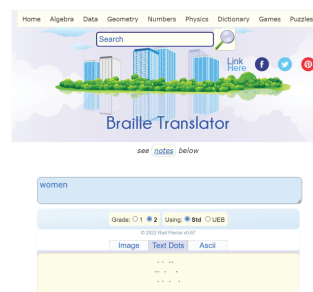
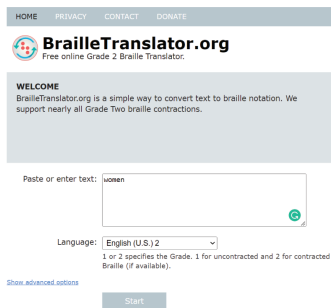
Spot Color Created From Existing Spot Or PMS Color



Correct Formatting

Translating & Formatting Braille

- ADA requires **Grade II** Braille translation for identification signs. It is not just a different font, it is essentially a different language. Grade I Braille is a simple character-for-character translation, whereas Grade II is “contracted”. (It shortens words by using a single braille character to represent multiple character combinations). Grade II should be used for any signage within the United States. Anywhere outside the United States, Grade I can be used.
- Identity Group has provided a true type font called “California Braille” for your use. Please install font before inserting translated braille. There are third party websites that you can download braille font as well. Please note we recommend making sure they meet all ADA requirements for size, spacing, etc.
- To aid in the Braille translations, Identity Group recommends a couple of different third party websites including <https://www.brailletranslator.org/> or <https://www.mathsisfun.com/braille-translation.htm>



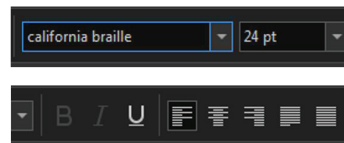
- Once the text has been translated, simply copy and paste the braille dots from the third party website into your art file as text. Change the font to the Braille font. If using the font Identity Group has provided the name is “California Braille”.
- After the text is in the correct font, change the size of the copy to 24 point, set the justification (left or centered) and position directly below the tactile copy. The top of the braille should be 3/8” below the baseline of the last line of tactile copy.
- Lastly we need to create a spot color and name it accordingly. There are 2 ways for braille to be printed. The braille can match the background (see 6-1/2” x 4-1/2” rendering from page 3), or for the braille to be colored and standout from the background (see 6-1/2” x 8-1/2” rendering from page 3).

For the braille to match the background:
The swatch name MUST be “Braille” AND the color type MUST be Spot Color. (Colors left as processes colors will NOT print as raised braille dots.

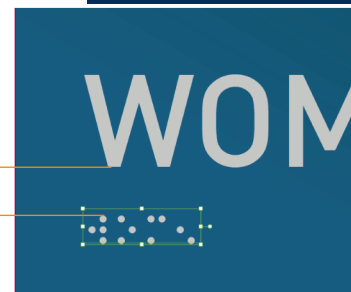
Note: The actual color does not matter, as the swatch will just be used to create the raised braille. The background image will be printed over the top of the braille.

For braille to be printed in a specific color and standout from the background:

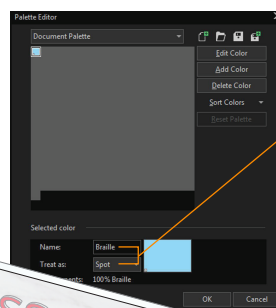
The swatch name MUST be “ColoredBraille” AND the color type MUST be Spot Color. (Colors left as processes colors will NOT print as raised braille dots. Simply create the swatch using the color you would like to be printed, and name it accordingly.



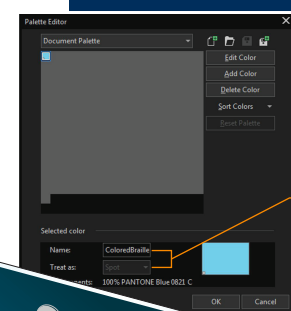
3/8”



Correct Formatting



Braille To Match Background



Correct Formatting



Colored Braille To Standout From Background

ADA NOTE:

Tactile Copy & Braille Is Only Needed On Identification Signage.

Tactile Copy & Braille Is NOT Needed On Signage That Provides Direction Or Information About The Facility.

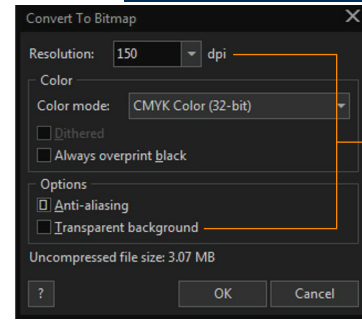
See “Signs And The ADA” PDF For Detailed Guidelines, Requirements & Additional Information.

Setting Up And Rasterizing Backgrounds/Graphics

- Solid colors, gradients, patterns, raster images, graphics, or a combination of any can all be used as a background.
- The use of transparencies, tints, multiply effects, drop shadows, etc. within the artwork is allowed but the final artwork **MUST** be rasterized before artwork is submitted.
If artwork is submitted without being rasterized, the artwork will NOT be usable and CANNOT be printed.

To rasterize artwork, select all the art/elements that need to be rasterized. In rasterize window, color mode should be CMYK and the resolution should be at least 150 dpi at full size. Background color **MUST** be white.

- Backgrounds must extend to the bleed line. Bleed area is 1/4" larger than final size. Example: if final size is 4-1/2" x 4-1/2", background should measure 4-3/4" x 4-3/4".
- If you choose to use the black, white, or brushed aluminum substrates or if you wish to have the background remain clear, then do not include a background in your artwork.
- If you include a raster image within your artwork or as a background, please make sure the image is at least 150 dpi at full size.



Correct Formatting

Setting Up Texture

- Textures can be any element, graphic, pattern, that you would like to be slightly raised.
- Textures should NOT interfere with tactile copy or braille. They are simply a decorative element that can be used to add visual interest to the background of the sign. Be sure to place textures at least 3/8" from an other raised elements.
- Textures must extend to the bleed line, if located next to edge of part. Bleed area is 1/4" bigger than final size. Example: if final size is 4-1/2" x 4-1/2", textures should measure 4-3/4" x 4-3/4".
- Texture spot color should be on top of the other graphics.
- Texture spot color **MUST** have an overprint fill or stroke attribute.
- There are 2 ways for textures to be printed. The texture can match the background, or for texture to be colored and standout from the background (see 6-1/2" x 8-1/2" template & rendering from page 3).

For the texture to match the background:

The swatch name MUST be "Texture" AND the color type MUST be Spot Color. (Colors left as processes colors will NOT print as raised elements. Note: The actual color does not matter, as the swatch is just used to create the raised texture. The background image will be printed over the top of the raised texture.

For texture to be printed in a specific color and standout from the background:

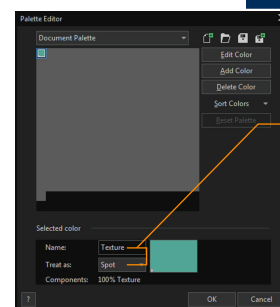
Create 2 graphic elements that are identical shapes and size and are placed exactly on top of each other. Bottom part should be in the color or colors you would like the texture to be printed. ***The top layer MUST have the swatch name be "Texture" AND the color type MUST be Spot Color. (Colors left as processes colors will NOT print as raised texture.*** The "Texture" spot color is used to print the raised texture, then the colored elements will print on top.



Texture Element To Standout From Background

Must Have 2 Elements The Exact Same Shape & Size Placed Exactly On Top Of Each Other

This Is How Art Files With Texture Should Be Submitted With The Texture Spot Color On Top



Correct Formatting

ADA Complaint Fonts

Arial, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

AvantGarde Md BT, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Avenir LT Std, 65 Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Century Gothic, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

DINOT-Medium, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Frutiger LT 55 Roman, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Futura Std Medium, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Galaxie Polaris, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Gill Sans Std, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Helvetica Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Houschka Pro, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Hurme Geometric Sans 3, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Interstate, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Myriad Pro, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Neutraface 2 Text, Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Rotis Sans Serif Std, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

SansSerif, Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Stone Sans ITC TT, Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Swis721 BT, Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

Trade Gothic LT, Roman

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

PLEASE NOTE: This is NOT an exhaustive list. There are countless sans-serif fonts that can be used for ADA tactile copy. If you have questions about a specific font, please contact us.

ADA International Symbols

