



Customer-Supplied Artwork Checklist

Important Acknowledgement: We produce what is built in your art, not what is intended. If it matters, it must be clearly defined in the artwork. This is a required production checklist. By signing, the customer accepts these requirements and understands non-compliant artwork may be rejected or require a quoted art service charge before acceptance.

Who this applies to: This checklist applies to quoted projects where the customer supplies production artwork. It must be reviewed, initialed, signed, and submitted with the quote. Submission confirms acceptance of these requirements.

Warranty Notice: If you order signs with no holes, drilling holes after production voids the warranty. Any required holes must be specified before production.

Common Reasons Artwork Is Rejected

To avoid delays, rejected files, or added charges, artwork must match the quote and meet the requirements below. Gopher does not correct, rebuild, or interpret customer-supplied files unless billable artwork assistance is approved.

- Artwork size does not match the quote or required bleed size.
- Bleed is missing, incorrect, or created only with software “add bleed” settings instead of changing the document/artboard size.
- Cut paths, customer-defined holes, or customer-defined stud locations are missing or incorrect.
- Transparency, feathering, blending, lenses, overprint, or visual effects are used to create color.
- Artwork is built in Canva or another tool that cannot reliably meet these production requirements.

Initials: _____ 1. Submission & File Setup

- Upload each file separately to the Gopher Art Portal within 2 business days of portal creation.
- Artwork must not be sent by email, Dropbox, or other third-party file-sharing platforms.
- Submit high-resolution PDF files using PDF/X-4:2010.
- Build artwork at final size only; no scaling.
- Document/artboard size must include bleed. Example: a 24" × 24" finished panel must be built as a 24.5" × 24.5" document/artboard, with background/color extending to the full 24.5" × 24.5" size. Do not exceed the required bleed size; files more than .020" over may be rejected.

Initials: _____ 2. Bleed, Marks & Clean Files

- Provide exactly 0.25" bleed on all sides beyond the cut path.
- Software “add bleed” settings do not replace building the document/artboard to the required overall size.
- Do not include crop marks, bleed marks, registration marks, color bars, or metadata in the print area.
- Marks or objects outside the required bleed may cause rejection or added charges.

Initials: _____ 3. Cut Paths, Holes & Studs

Gopher provides standard cut paths for most applications. If the artwork requires a contour cut, art-defined holes, or customer-designated stud placement, the customer must provide those details in the artwork.

- Cut paths must be vector paths with 1 pt stroke, spot color named “Cut Path,” and magenta color for visibility.
- Minimum corner radius: 0.125". Minimum hole size: 0.141".
- Customer-defined studs: 3/8" studs require 2.04" circles; 1/4" studs require 1.29" circles.
- Stud circles cannot be placed where the circle edge is within 2" of the panel edge.



Customer-Supplied Artwork Checklist

Initials: _____ 4. Color, Effects & Spot Colors

- Files are converted to GRACoL 2006 Coated1v2.
- Use defined, solid color fills only.
- Do not use overprint. Gopher does not inspect or correct overprint settings.
- Do not use transparency, feathering, blending, lenses, or visual effects to create color.
- Spot colors must use Pantone+ Solid Coated V4 only, except the required "Cut Path" spot color.

Initials: _____ 5. Images, Text & Manufacturing Limits

- Images must be at least 100 PPI; 300 PPI is recommended.
- All text must be converted to outlines. Do not submit live fonts.

Initials: _____ 6. Approval, Responsibility & Gopher-Controlled Items

- Files are reviewed for production readiness but are not corrected, rebuilt, interpreted, or adjusted for design intent.
- Approval in the Art Portal means the file is accepted as-is.
- Gopher is not responsible for file setup errors, font issues, effects-based results, color conversion outcomes, or visible marks included in the artwork.
- Gopher will control final outside cut path, processing holes, manufacturing hole placement, and production features unless the quote specifically requires customer-defined geometry.

Customer Representative Name _____

Customer Representative Signature _____

Date _____