



DESIGN REQUEST GUIDE

**DESIGN
SPECS**

SUBMITTING ARTWORK TO RENTAL STOP

File Requirements for High-Quality Branded Products

To create the best-quality branded products, we need clear, print-ready artwork before production can begin. Providing the correct files from the start helps prevent delays, additional artwork charges, and unnecessary back-and-forth.

PREFERRED ARTWORK FILES

Please provide your logo or artwork as a vector file.

Preferred file formats include:

- Adobe Illustrator: **.AI**
- Encapsulated PostScript: **.EPS**
- Vector PDF: **.PDF**

NOTE: Vector artwork is created using lines and shapes instead of pixels. It can be resized without becoming blurry or losing quality. Adobe Illustrator is typically required to open the file and verify that the artwork is truly in vector or line-art format.



VECTOR
SVG EPS AI



RASTER/BITMAP
JPG, PNG, PSD, TIF

IMPORTANT: Please do not send screenshots, images copied from websites, photos of logos, or low-resolution files. These files may appear clear on a phone or computer screen but can become blurry or pixelated when printed.

BEFORE SENDING YOUR ARTWORK

Please confirm that:

- The logo, wording, colors, spelling, and design have been approved by your organization.
- All artwork is final and ready for production.
- Fonts have been converted to outlines when possible.
- Any specific brand colors, Pantone colors, placement instructions, or sizing requirements are included.
- You have permission to use all submitted logos, artwork, and brand elements.

Having the artwork approved before it reaches Rental Stop allows the order to move into production more quickly.

SEND YOUR FILES TO

Please email artwork and information to :

Jill Husbands

Jill@rentalstops.com

IMPORTANT: In your email, please include your company, event name and any special placement instructions.

FINAL PROOF AND APPROVAL

After your files are received, the artwork will be reviewed to confirm that all logos and design elements are high-resolution or vector quality.

A final proof will always be provided showing our understanding of the artwork and order details. Please carefully review the proof for spelling, colors, placement, sizing, and overall accuracy.

Production will begin after the final proof has been approved.

NEED HELP FINDING YOUR LOGO FILE?

Your marketing department, graphic designer, sign company, website designer, or previous printer may have the original vector version of your logo.

When requesting the file from a team member or vendor, ask for:

"The original vector logo in AI, EPS, or vector PDF format."