

Promo signage Asset Guidelines



File size under 500MB

Fonts and trademark logos

English, French and Bilingual versions

Bilingual version follows the font ratio rule

Artwork that extends into the bleed

300 ppi images for signs smaller than 49"

Packaged files

Fonts, logos and trademarks

In the scenario where revisions need to be made, it is essential to provide the font and trademark files in order to expedite the processing time.

All logos provided must be in vector format. Accepted formats include: .AI and .EPS.

The following file types will not be accepted for logos: .JPG .PNG .GIF .TIFF.

Raster (X)



Vector (✓)



Language

Since Best Buy Canada has stores in Quebec markets, all permanent signs asset must be provided in three versions.

- English
- French
- Bilingual

For Bilingual signs – The primary language is French and English is secondary. English copy can only be up to 70% the font size of the French copy.

Example of Bilingual version



Artwork

Artwork must extend into the bleed. The bleed is always 0.25 inch on all sides unless otherwise noted.

In addition, all artwork needs to be:
300 ppi for signs smaller than 49"
72 ppi for signs larger than 50"

Packaged files

Packaged files ensure that all the necessary components are included along with the working file.

Accepted formats are InDesign or Illustrator.

InDesign packaged files must include:

- indd file
- idml file
- PDF
- Document fonts
- All images/artwork used

Illustrator packaged files must include:

- ai file
- PDF
- Document fonts
- All images/artwork used