

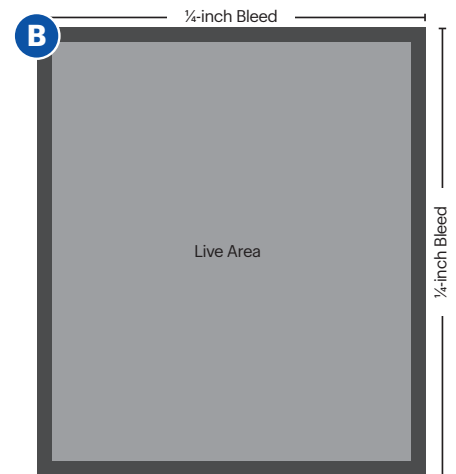
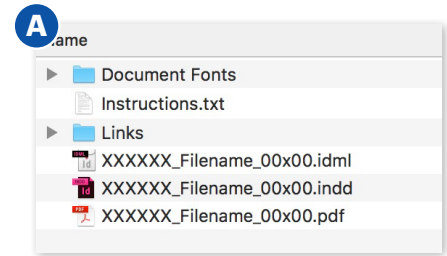
In-Store Signage Vendor asset requirements



For sign templates, style guides and assets please e-mail: DigitalAssetSpecialist@BestBuy.com

Vendor-supplied files:

- InDesign CC 2019 [Do not send final files built as a PDF, Illustrator (.AI or EPS) or Photoshop (.PSD, .EPS, or .TIF)]. Photoshop and Illustrator formats are accepted for Links only. **Zip files not uploaded as properly packaged InDesign Files (example A) will automatically be rejected.**
- A separate file should be built for each sign with the trim size indicated with a minimum **¼-inch (0.25")** bleed required beyond the trim (example B).
- All files should be built using the most current Best Buy Brand templates. **Templates must be requested on an on-going basis to ensure the most up-to-date template is being utilized.**
- Build the file in Process colors unless PMS colors are used.
- Identify any PMS, special mix or spot colors. Keep your color names consistent throughout the project.
- Delete all unused colors.
- Label white ink with a SPOT 100% cyan color.
- Part Number & Disclaimer Format (Human BBY Condensed font):
 - Small Formats (below 12" x 12"): 8 pt Condensed type, Tracking value 50, Leading 100% (8 pt); optical kerning.
 - Medium Formats (above 12" x 12"): 12 pt Condensed type, Tracking value 50, Leading 100% (12 pt); optical kerning.
 - Special Formats (Sidewalk, above 48" x 48"): 18 pt Condensed type, Tracking value 50, Leading 100% (18 pt); optical kerning.
- Slug Format:
 - 10 pt Condensed type (except for Bold Category titles i.e., Size, Stock, Colors, etc.), Tracking value 50.
- Part Number & Valid Dates location: 0.25" from right and bottom edges.
- Copyright location: 0.25" from left and bottom edges. (Can be stacked with part number and valid dates if needed.)
- Use second page of InDesign file to show back side mounting (magnets, REMO tape, etc.) locations.
- Package Zip File includes: InDesign file, .IDML file, PDF and respective folders containing all Links and Fonts (example A).



In-Store Signage Vendor-supplied images:

- Acceptable Formats: .PSD, .EPS, .TIF
- Color Space: CMYK or RGB Color
- Minimum: all hi-res images 7200 pixels on the longest side. Ideal: 9000 pixels on the longest side (Future Store)
- Include all hi-res images 300dpi or higher
- Include clipping path around product

Logo requirements:

- Adobe Illustrator vector files (.ai or .eps)
- Fonts need to be outlined and/or packaged before sending files
- Include all versions of the logo:
 - 4-Color (CMYK) or RGB
 - Reversed out (all white)
 - Black (K)
 - Horizontal and vertical



File extensions & Terminology:

- **.PSD** – Photoshop File
- **.AI** – Illustrator File
- **.INDD** – InDesign File
- **.INDT** – InDesign Template File
- **.IDML** – InDesign File that allows users of different versions of InDesign to open up the file
- **.PDF** – a file format that provides an electronic image of text or text and graphics that looks like a printed document and can be viewed, printed, and electronically transmitted.
- **.JPEG** – JPEGs might be the most common file type you run across on the web or for projects that require printing at a high resolution.
- **.TIFF** – A TIFF is a large raster file that doesn't lose quality. TIFF files are also commonly used when saving photographs for print. Not recommended for Web.
- **.PNG** – PNGs are amazing for interactive documents such as web pages, but are not suitable for print.
- **.EPS** – EPS is a file in vector format that has been designed to produce high-resolution graphics for print.

- **.PSD** – PSDs are files that are created and saved in Adobe Photoshop. This type of file contains "layers" that make modifying the image much easier to handle.
- **Packaged File** – A packaged file ensures that all fonts and linked graphics are included with the InDesign file.
- **Link** – A file that is linked to, but not embed resulting in a smaller document. If a link is modified, it will automatically update in the working file.
- **Slug** – Information outside of the printing and bleed area that contains all necessary information for the printer/producer like size, colors, stock, finishing instructions, etc.
- **Lorem Ipsum** – Also known as 'dummy copy' or 'filler copy,' lorem ipsum is a generic filler text used when the real text is not available.
- **Raster Image** – Raster images are constructed by a series of pixels, or individual blocks, to form an image. File Types: JPEG, GIF, and PNG.
- **Vector Image** – Vector images are far more flexible and perfect for creating graphics that require frequent resizing. File Types: EPS, AI and PDF.

- **Resolution** – The amount of detail an image has. The higher your resolution, the better your images appear, and the more detail is rendered. Lower resolution images or graphics tend to appear blurry, pixelated or muddy. Ideal print resolution is 250-300dpi.
- **Bleed** – Printing that goes beyond the edge of where the sheet will be trimmed. The bleed gives the printer a small amount of space to account for movement of the paper. Its sole purpose is to make sure the design or image reaches the very edge without leaving any unsightly white edges.
- **Live Area/Safety Area** – The live area is the area in which your printer deems a safe zone for important text or images. This is an area of your printed piece that they can deem safe from cropping.
- **Page Size/Trim Size** – The final size of a printed page after excess edges have been cut off is the trim size.
- **Flat Size**: The dimensions of a document after it has been printed and received any necessary trimming, but before any additional finishing, such as folding.

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How to package an InDesign file:

1. Open your INDD file in InDesign.
2. Resolve any errors concerning missing links or fonts.
3. Go to File > Package.
4. Click the Package button at the bottom of the Summary window. Verify there are no missing links or fonts.
5. Click continue on the "Printing Instructions" window.
6. Browse to where you'd like to create the package folder and enter the name of the folder.
7. Make sure the "Copy Fonts," "Copy Linked Graphics," "Update Graphic Links in Package," "Include IDML," and "Include PDF (Print)" are all checked. Other boxes should be unchecked.
8. Click the Package button.
9. Find the new folder InDesign created and verify that it contains copies of all required files.
10. Right-click the folder and choose "Compress" (Mac) or "Send to ZIP" (Windows, might be something different but similar depending on what software you have installed). This will zip it up.
11. **MFT uploads:** Upload compressed .ZIP to the MFT site (<https://mft.bestbuy.com>). Email MFTSupport@BestBuy.com with any problems.
12. **Box Uploads:** upload uncompressed folders to <https://bestbuy.ent.box.com>. If you do not have access to Box. Work with your Internal Best Buy contact to access your BoxBBYTransfer vendor folder. Once uploaded to your vendor folder, send via email your business partner a screen shot of the Box path and the file name.

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