SET UP / DESIGN POLICY GUIDE

RITEWAY Signs

DESIGN • MANUFACTURING • INSTALLATION

Since 1991

info@ritewaysigns.com

403.236.3432

SET UP / DESIGN TIME

Riteway Signs provides tiered graphic design services to ensure clarity, fairness, and consistency across all sign orders. Design fees are applied based on the level of setup or customization required.

Design Fees:

We charge a minimum fee of $15.00 per sign/file design.
If 5 or more items are ordered with the same design, Riteway will waive the design fee.
For multiple layouts or concepts, multiple design fees are billed.
If revisions are exceeded, additional fees will apply.

Cancellation Policy:

If artwork has commenced and the order is cancelled for any reason, you will be billed for the time spent on the design work.

Proofing Disclaimer:

It is the responsibility of the client to thoroughly review and approve all proofs before production. Please check for any errors in text, layout, colors, and overall design. Once approved, any errors or changes requiring additional revisions will incur additional charges.

We appreciate your understanding and cooperation with these new guidelines. Our goal is to provide high-quality design services while ensuring fair and transparent pricing.

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BASIC

Basic File Check & Print Setup – $15.00

This option applies when we are provided with a complete print-ready file.

All provided files must be high-resolution print-ready (PDF, AI, EPS).

Low-quality files may require additional work. Please see file requirements attached.

Includes:

- Basic pre-flight check (size, margins, bleed, resolution)
- Minor adjustments for print compatibility
- Final print-ready layout setup

Does NOT include:

- File cleanup for low-resolution or incorrect formats
- Adding or modifying design elements
- Any revisions. New artwork submissions will require an additional check / fee

STANDARD

Standard Template Setup (Generic Brokerage Template) – $20.00

This tier applies when using a standard template from a Riteway brokerage branding guide.

Includes:

- Importing customer information into the provided template
- Basic formatting and layout alignment
- Minor text adjustments
- 1 minor revision

Does NOT include:

- Changes to template structure
- Adding logos, headshots, or custom design element

CUSTOM

Custom Layout & Design – $25.00

This tier applies when you require a fully customized layout.

Includes:

- Custom design setup from scratch or semi-custom layout
- Logo placement, headshot addition, and multiple brand assets
- Adjustments to suit brand style and layout preferences
- Up to 3 minor revisions

Does NOT include:

- Full branding packages
- Photo retouching or detailed graphic editing
- Multiple headshot substitutions

FILE REQUIREMENTS

ALL FILES:

- PDF format.
- No bleed. Create artwork the exact size to be printed.
- No printer marks.
- CMYK colour profile.
- All images should be a minimum or 250 dpi or vector.
- Outline all fonts, or provide font files.
- Provide all designs as single page PDF file, with the exception of sandwich boards.
- Leave 0.5" safety around the perimeter of the design. See product specific safety notes below:

TOP PLATES:

- Leave 1.5" safety at the bottom for grommet placement. 1.5" will not be visible at the bottom from one viewing direction once fastened onto the post, so we recommend centering the text between the remaining space.

TOPPER EXAMPLE:



BOTTOM PLATES:

- Leave 1.5" safety at the top for grommet placment.

HANGING SIGNS:

- Leave 2" safety at the top for drill holes / grommets. If you intend on having lower plates, allow for 2" safety at the bottom as well.

SANDWICH BOARDS:

- Leave 2" safety at the top for handle attachement.
- Provide left and right arrows, within 1 PDF file.
- Ensure arrow tip is within the safety.

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