

signage design 101

We're so excited you've chosen tiptap! Please review this guide to start designing your signage.

branded displays for better recognition

Swap out the header tiptap logo with your brand's logo and replace the imagery with your own. Add your colour scheme for a consistent strong brand presence.

Include high-resolution (300dpi) images for best results. The higher the dot density, the higher the resolution.

Free high resolution stock photography can be found on websites such as: unsplash.com, pexels.com or pixabay.com

keep it simple

Short and direct headlines compliment the strong call to action.

5-8 words / 50 characters

a match made in heaven

The device, dielines, and signage templates fit our bases perfectly.

Do not alter the dielines.

contact your SSL for custom solutions



common elements

The hand graphic, the tiptap footer logo, and our trademarked "tap to give" are display staples.

The colour can be changed, but size and placement remain consistent.

choose your payment logos

the process

1. Customize your signage using our tiptap templates — PDF's can be opened in Adobe Illustrator.
2. Send your completed signage to design@tiptappay.com for final approval.*
3. Once approval is received, we will send you a print order form to complete.

*tiptap will review files to ensure appropriate content is used but is **not responsible** for image quality or accuracy of content.

tiptap signage template details

By now you will have received your tiptap templates. We've included some details to consider when customizing the look and feel of these Adobe Illustrator templates.

PDF File Sample



-  cut line
-  bleed
-  safe area*
-  gasket*

Do not place any important graphics or text within these lines.

payment icon options

We've included the most popular payment acceptance logo lockups for your convenience.

The lockup variations can be accessed in the layers panel by toggling layers on and off.

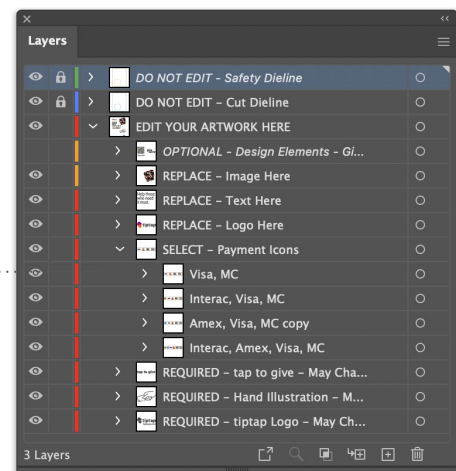
Logos cannot be altered in style or size.

template layers panel

The layer names describe actionable items and elements that are required to be compliant. Non printing layers are in italics. If you use the *Optional - Design Elements* layer, remember to turn the printing option on.

We suggest you delete layers that do not apply before sending files for print.

Logos cannot be altered in style or size.



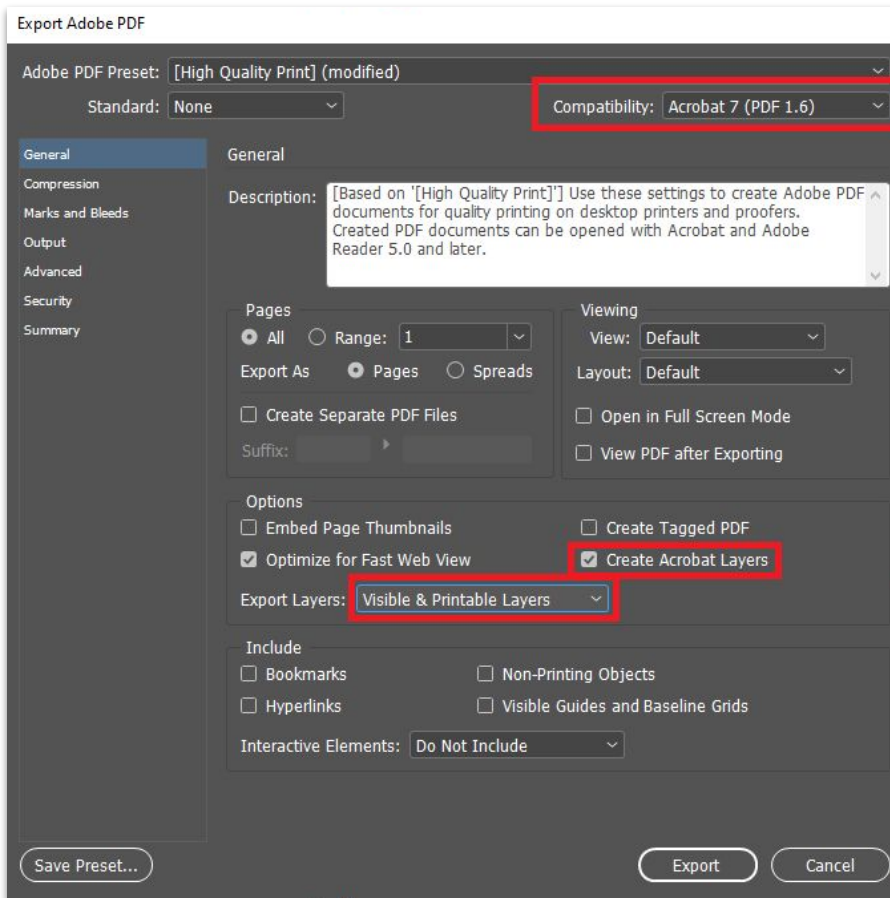
exporting your files for print

You've designed your signage, you've double (and triple) checked it, it's approved, and now it's time to export your files for production!

Here are some considerations when sending your files for print.

Save/Export your files as a PDF.

Use these settings for best file compatibility:



prior to exporting files

Embed all images directly and outline text ensure no links/fonts are missing. Delete unused layers and design elements, including non-printing layers.

file type & name

Save your file as a PDF and include your organizations title in the file name for easy sending. Select **Use Document Bleed Settings** when exporting.

file inclusions

Embed all images directly to the file to ensure no links are missing.

attachments

Fill out the order form and attach along with your signage files.

If your files are too big to send via email, use a service such as **Dropbox**, **WeTransfer** or a similar service.

[signage files](#) + [completed print order form](#)



Email design@tiptappay.com for approval before sending to print.

Please allow 2 days for approval.