

Artwork Specifications

Vector Art

Vector art is best when available. It is not “resolution dependent” and can be edited without lowering quality of the original artwork. Adobe Illustrator or Corel Draw (saved down to ver. 11) is best. IF you only have Raster art (made of pixels and not lines and shapes) like photoshop, jpeg, bmp, tiff, gif, png etc... See information below.

Raster Art

An editable version of all files, including linked and placed images, must be submitted. Files should be sent uncompressed (no JPEG or LZW). Photoshop files should be submitted as TIFF or EPS format. All files should be saved in CMYK color format and have a minimum resolution of 300 DPI at 100% finish size. Bleeds must be extended a minimum of 1/16” maximum of 1/8”. All fonts need to be embedded or converted to outlines. All black text should be set as 100% black. PDF files should be created using the PDF/X1a or High Quality Print settings. When exporting a PDF for print production, turn off all resampling/compression options in the distiller, set the color model to “device independent,” and include all downloadable fonts. Using standard PDF settings will result in down-sampling of images and produce a RGB file which is unusable for high quality digital printing.

Color Matching

Colors should be defined as either spot or CMYK. For screen printing you may send art with spot colors, but they should have a PMS match or you may send sample for us to match. We do NOT guarantee color matches on digital printing. We will get as close as we can. All RGB files need to be converted to CMYK.

Fonts

Due to the amount of fonts available in the marketplace, it is impossible for us to have every font. We recommend fonts be converted to outlines or curves. When impossible both screen and printer fonts need to be submitted with the art.

Rebuilding Artwork

When necessary, we can rebuild most artwork. An extra art charge will be added in all cases, but you will always be informed before hand.

Sending Artwork

You may email files (please zip or stuff files when possible) up to 10mb. If your files are larger than 10mb you should contact us to get our ftp (file transfer protocol) information.