



ART GUIDELINES

Art Guidelines

In this Page are generic art guidelines, required for the production process and to help us produce the highest quality print in a fast timeline. Templates are available upon request.

• Accepted File Formats

 Vector: Adobe Illustrator® CS6 or earlier versions: .AI, .EPS, or print ready PDF files.

 Raster: Adobe Photoshop® CS6 or earlier versions: .PSD, .TIFF, High Res .JPG or print ready PDF files.

• Difference between Raster and Vector Art Files

The two types of digital artwork we work with are raster art and vector art. Raster art includes digital photos as well as designs made in Photoshop®, and it's made up of defined pixels (tiny dots of color). Because there's a fixed number of pixels in the artwork, it cannot be enlarged without becoming pixelated or blurry. Vector art includes designs made in Illustrator® as well as some PDF documents, and it's made up of lines and shapes defined by equations. It's created mathematically, so it can be enlarged endlessly without any degradation.

• Print Process

Our products are Digital Printed, Dye-sub, or Screen Printed. To the right are examples of how to prepare your art for printing.

Digital Print/ Dye-sub



Multi-Color



Gradient/effects



Images

• Submitting art files

We recommend all raster files to be 150 dpi (Dots Per Inch) designed in the size that is being ordered. Always convert fonts to outlines/paths when possible. By converting fonts to outlines you will avoid having to send the fonts with your file.

In Photoshop, text can be rasterized and therefore does not need the fonts. Keep in mind that after rasterizing or outlining text, no changes can be made to the text. If your fonts are not converted to outlines or rasterized, your design may not be printed / viewed the way it was meant to be.

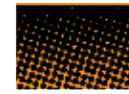
Screen Print



1 Color



up to 3 Colors



Half Tone Gradient

• Color Matching

Art files should be saved in CMYK color mode. Colors may differ in RGB mode. Provide PMS color matching information if applicable. The Digital Print Process simulates PMS colors and are not guaranteed to match the Pantone color book precisely.

Artwork that needs extensive reworking will be charged at a rate of \$45.00 per hour. We will contact you prior to adding any artwork charges to your order.



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