

# ARTWORK GUIDELINES

## PRINT-READY ARTWORK

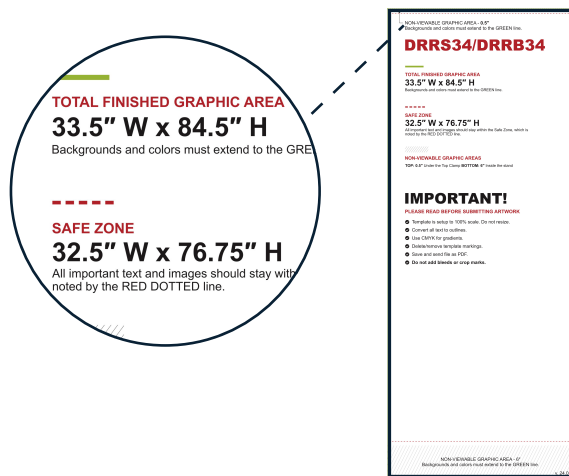
- Sized to Template
- No Bleeds, No Crop Marks
- Saved in PDF format



## PRODUCT TEMPLATES

Templates ensure artwork is sized and printed correctly. Always use the most recent templates, which can be found in the "Templates" tab on each product page of our website.

Each template includes file setup specs for sizing your artwork, including finished and safe areas.



## EMBEDDED IMAGES

Most programs allow the user to add an image to a file by linking or embedding. Embedded images are stored within the document itself, while linked files are not. Because of this, linked files can suddenly vanish when opened from a different computer. Embed all images to avoid losing them when files are submitted.

## COLOR MATCHING

We use CMYK (Cyan, Magenta, Yellow, and Black) inks in our printing process. When PMS (Pantone Matching System ®) colors are specified, we make a concerted effort to produce the requested colors. However, as CMYK color values may not accurately render PMS colors on the wide variety of print medias we use, we cannot guarantee Pantone color matches. If color matching is crucial for your project, we can create physical color swatches to choose from. Please understand that this process may add expense and considerable time to the proofing process.

## VECTOR ART

- Can be scaled to any size while maintaining quality
- Know as line art
- Vector artwork is preferred (Unless printing photos)



.eps, .ai, .pdf

## OUTLINED FONTS

Installed Fonts can vary from computer to computer, which can cause a desired font to be replaced with a generic one. To preserve your fonts, always outline, embed, or convert them to curves before submitting artwork.



Original font



Missing font replaced with a generic one



Original font when outlined, embedded or converted to curves

## RASTER ART

- Known as bitmap art
- Composed of pixels (or tiny squares) grouped together to make one complete image
- When scaled larger, the image will look pixelated (or jagged)
- Acceptable DPI is dependent upon produced graphic size and probable viewing distance. For most projects, we recommend a minimum of 150 DPI



.tif, .psd, .eps, .pdf, .jpg



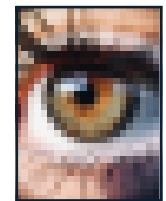
300 DPI



150 DPI



72 DPI



30 DPI

High resolution images include: Unedited, original raw digital photos and stock photos

Low resolution images include: Photos taken from the Internet, scanned images, photos taken on a cell phone, screenshots, etc.

## MINIMUM RESOLUTION BY VIEWING DISTANCE

2 ft	-----	300 DPI
3 ft	-----	150 DPI
5 ft	-----	120 DPI
6 ft	-----	90 DPI
10 ft	-----	72 DPI
20 ft	-----	30 DPI