

ARTWORK GUIDELINES IN DETAIL

For the best quality decoration and most efficient service, provide artwork in the following format. VECTOR ART in Adobe Illustrator AI, EPS or PDF. The quality of your imprint begins with your artwork.

All orders requiring production art should include black and white line artwork.

We recommend digitally produced art (VECTOR ART) for the cleanest, sharpest imprint. Your graphic designer or advertising agency can supply We are unable to print gradients, stipples or percentages of colours.



*NOT USABLE AS ART: Faxes, copies of faxes, and products with curved surfaces.

VECTOR ART

1. Vector Art is perfect for type and logos because the lines are sharp and defined. You can easily change colours and resize any part of the art without affecting the resolution. These are usually files that have been created in Adobe Illustrator and CorelDraw.

2. Remember to turn your fonts into "OUTLINES" in Illustrator or "EXPORT as CURVES" when using CorelDraw. This turns your fonts into Vector Art, too.

3. Create the art in Adobe Illustrator and CorelDraw and save as an EPS (Encapsulated PostScript) file.

4. Art must be at 100% size.

5. Scans saved as an EPS do not count. They are usually too rough and have to be redrawn.

6. Fonts that have NOT been OUTLINED (or exported as curves) WILL NOT PRINT properly. Even if we have the font in our system, the size and shape of the letters as well as the spacings between them often changes.

FILES & FORMATS



Photoshop:
Minimum resolution 300dpi, size at 100%.
Save file as CMYK, Tiff or EPS.



Illustrator:
Text to be converted to outlines/curves so we have the correct font. Placed images to be either embedded or supplied as separate files. Please save the file as version CS4 or Lower.



Corel Draw:
Text to be converted to curves so we have the correct font. Please save as version X5 or lower.



PDF:
Although original files are preferred you can supply a PDF as artwork. Images to be high resolution 300dpi when placed at 100% and any text converted to outlines. Images must be embedded in the PDF.



Fonts:
Any fonts used must be supplied or converted to outlines/curves to avoid font problems.



Electronic art supplied on CD or Zip must come with a colour proof which is indicative of the final product. Wherever possible we request PMS colour references/ numbers are supplied.



Embroidery
For embroidery we can accept a high quality JPEG file or alternately Illustrator EPS with fonts converted to outlines. If you have the actual Embroidery file please send through as a .DST file.