

ARTWORK GUIDELINES

FOR CUSTOMER SUPPLIED ARTWORK



SUBMITTING ARTWORK

All artwork should be submitted via email directly to your sales representative.

ACCEPTABLE FILE FORMATS

In order to ensure the best quality print, it is important we receive your artwork in the correct format. Industry standards call for vector graphics which allow us to resize the image to any size without any pixelation. Acceptable vector file formats include: .eps, .ai, .pdf, and .svg.

If you do not have vector format artwork, most times we can accept raster graphics. Acceptable raster file formats include: .jpg, .bmp, .gif, .png, and .psd. Raster graphics are more common on the web and home computers, but resizing a raster graphic can make the image grainy or blocky. To minimize pixelation, we require high-resolution raster files (300 DPI). We cannot start your order until usable artwork is received.



IMPRINT COLORS / PMS MATCHING

We understand how important it is to get your brand's colors right! A file that looks one way on your computer monitor or when printed may look differently on other monitors and when printed on our printers. For critical colors, such as in logos, it is always best to specify a PMS color(s) for us to match. Note that there is a difference between PMS colors and CMYK or RGB colors. CMYK is a printing process in which Cyan, Magenta, Yellow, and Black inks are mixed together to create a desired color; RGB expressed the desired color as a mixture of red, green, and blue. If CMYK or RGB colors are provided to us, we can choose the closest PMS color possible, however it may not be exact.

FONTS

To avoid any problems with your text, all fonts should be converted to outlines prior to submitting your artwork to us. If you are unable to convert fonts to outlines, please send all exact fonts when you submit your artwork. Depending on the font source, some fonts with the same name may be different from one computer to another.