



Artwork Requirements

The promotional products that you purchase are a direct reflection of your company or organization. We want to ensure that your message or identity is crisp, clean, and consistent.

To achieve this, we need the best possible artwork possible. Our requirements for submitting artwork appear below.

Fonts:

If you are using a special font, you must include the font when sending your artwork. You can find the font in your font directory. Save it to your desktop, then attach it with your artwork when sending. If you use the style palette to modify your font, it must be converted to outlines, or saved as a rasterized flat layer image.

File Sizes:

Please send your size requirements and the image in the exact size you would like it printed. All files must be a minimum of 600 DPI (Dots per Inch). If the image you are going to send is on a webpage, there is a 98% chance it is too small for use in printing. Please contact the designer of the image for the original, large, version of the image.

Most e-mail servers have server file size limits. If your files are over 5 MB, please put the files on a CD or DVD.

Do not give us your only original copy of artwork! Make a copy and send us the copy.

Artwork Software

Adobe Illustrator - Macintosh or PC Compatible

1. Change all text into "outlines" in your document.
2. Color your text and graphics with standard Pantone or CMYK color mixes.
3. If you are using an imported graphic in your Illustrator document, be sure to include the original graphic file. Place graphics at 100%.
4. Save the file as an Illustrator EPS file.
5. Export a copy as a jpg (PC format for previewing).
6. Save and create artwork in Vector Format



7. For business cards, or if bleeds are needed, allow 1/8" on each applicable side in a layout application.

Adobe Photoshop - Macintosh or PC Compatible

1. Files must be saved as a Macintosh TIFF with no LZW compression.
2. Do not color an image in Photoshop.
3. Color all text and graphics according to standard Pantone or CMYK color mixes
4. All files need to be submitted at the size being used for printing.
5. For business cards, or if bleeds are needed, allow 1/8" on each applicable side in a layout application.