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ART/FILE GUIDELINES

We accept files created in Adobe Illustrator CS5 or below and Adobe Photoshop. Please do not send In Design, Quark, PageMaker, PowerPoint, Pages or Word files. Files may be transferred via email, transfer programs (i.e. yousendit.com), or ftp sites.

USING ILLUSTRATOR

- ✓ **Art must BE "vector" based.** (This means that it is created as vector art. Saving artwork in Adobe Illustrator or changing the file extension to .eps or .ai or .pdf does not make the artwork vector.)
- ✓ **Include Placed or Imported images. Do not embed images.** (Embedding creates HUGE Files)
- ✓ Name Pantone Colors For Spot Colors.
- ✓ **Text Must Be Converted To Paths / Create Outlines**
- ✓ Save File as Adobe Illustrator (.ai) or Encapsulated Post Script (.eps) Up To Version CS5
- ✓ To verify art is vector based, hold down the Ctrl or Apple key and tap the letter "Y". All images should appear as a key line. If something doesn't appear, it will not be on the file.
- ✓ Non-vector art will require recreation, resulting in additional art charges and turnaround time.

USING PHOTOSHOP

- ✓ **Use CMYK Mode For 4-Color Process Print And Save File As A "Tiff"** (LZW Compressed OK)
- ✓ Use Grayscale Or Bitmap For Black & White Images.
- ✓ If images are built to spot color print, each color should be on its own layer and saved as a .psd (Note: you will get rough edges when printing 1, 2, or 3 spot color graphics created in Photoshop because of the pixels.)
- ✓ Please supply the image at 100% with 300-600dpi resolution (depending on output media and decoration method)
- ✓ On large format outputs (4ft. and above), files should be at 50% of actual size with 300dpi. (depending on output media and decoration method)
- ✓ Image must be proportional to final output size.
- ✓ **Send the file as both a PDF and a PSD. Do not save a Photoshop file as an EPS.**