

ART SPEC SHEET

PREFERRED ARTWORK FILE FORMATS

- Speaking with your Art/Marketing department is the best way to get optimal vector art files. Typically they will have art that can be resized to fit any product ordered without losing the quality of the artwork.
- Art should be a single color version: **BLACK OR SINGLE COLOR - NO SHADOWS OR GRAYSCALE.**
(Full color available on select products.)

ACCEPTABLE FILE TYPES

EPS
AI
PDF

– Vector Art, i.e. EPS, AI and Vector PDF's, are best because your logo can be resized without blurring the art.

PSD
PNG
JPG

– PSD, PNG or JPG's **MUST BE** a Resolution of at least 300dpi with a minimum 4" x 4" image.

GOOD VECTOR ART*



BAD LOW-RES IMAGES*



**(Zoom in to see low res image pixellate and blur, while vector art keeps crisp lines and maintains perfect resolution.)*

OTHER FILE FORMATS (ART CHARGES MAY APPLY)

We understand there are instances when sending poor art is better than sending nothing at all. GIF files, images less than 300DPI, anything saved from a website or images embedded into Microsoft Office, are of the formats that may be subject and are not recommended.

In these instances, you may send these formats but an Art Charge of **\$50** may be added to your order.

Please email us your art file for cost estimates or questions.

FOR QUICKER PROCESSING PLEASE INCLUDE:

- ORDER NUMBER
- CONTACT NAME
- PHONE NUMBER
- INSTRUCTIONS
- ITEM NUMBER