

Artwork & Trim Submission

Our in-house art department works primarily in Adobe Illustrator and Adobe Photoshop. All fonts should be converted to paths (outlines) unless the font file is provided. Any raster images should be embedded or included separately.

Preferred File Formats

- **Adobe Illustrator** (.ai) Saved with type converted to outlines or with fonts included. Make sure all linked graphics are included or embedded.

Acceptable File Formats

- **Adobe Photoshop** (.psd) (scanned or 4-color process images) Save with layers intact and include fonts or rasterize them when possible. Do not flatten or merge layers.
- **TIFF** - High Resolution (300 dpi) at 100% of intended size. Simply raising the dpi of a lower resolution graphic will not improve the quality
- **PDF** - Convert fonts

Trim Guidelines

- For heat seals, please keep under 2.25" wide
- For main label heat seals, we recommend using Pantone 429, to minimize it showing on outside of fabric
- Customers are responsible for keeping track of trim inventory, and ensuring trims are ordered on time
- Art files should be sent to your Sales Rep for reference
- Once trims are shipped to Vapor Apparel, a tracking number should be sent to your Sales Rep (with Sales Order # or Purchase Order # if applicable)

Checklist

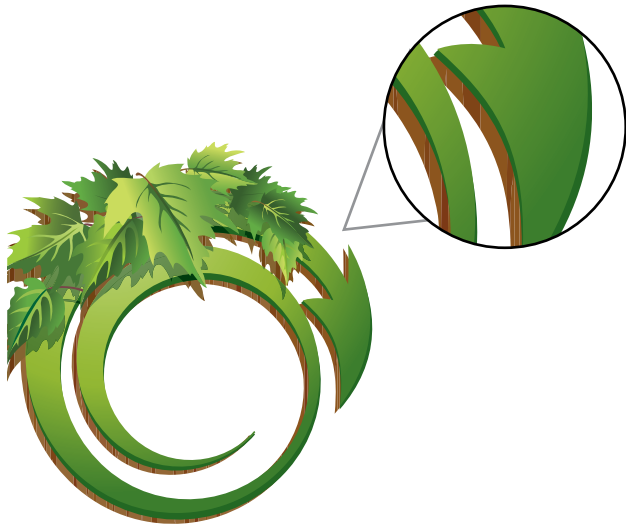
- All type has been converted to outlines or the fonts have been provided. More information [here](#).
- Image size - Any raster art is 300 dpi and at 100% of its intended finish size. Vector art sized accordingly.
- Provided instructions for art location on garment.
- Color Space is CMYK (Cyan, Magenta, Yellow, Black).
- Provide Pantone numbers if colors are to be matched.

Sending Your Files:

Files less than 10 mb can be sent via e-mail. For anything larger you can send using [Dropbox](#) or [Hightail.com](#)

Vector vs. Raster

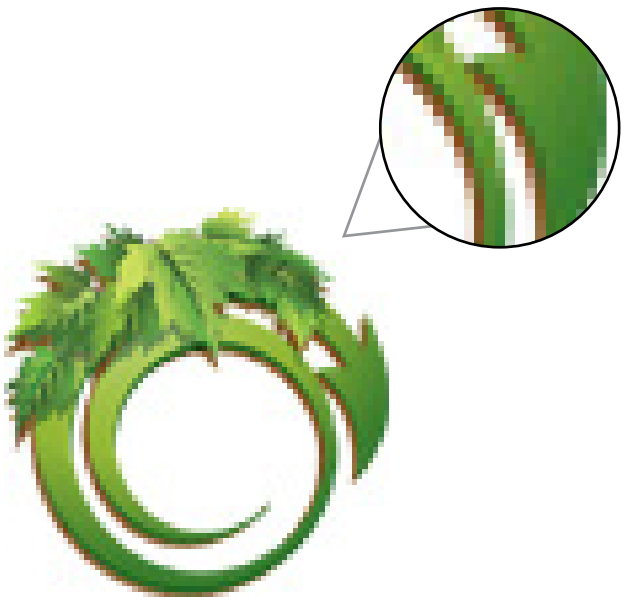
Choosing the right type of graphics, text and images is important when designing custom apparel. The difference between the two types of art, Vector or Rasterized, can be the difference between a detailed, high-quality garment and a low-quality garment.



Vector Graphics are generated using illustration programs (e.g., Adobe Illustrator) and are based on lines and curves. They can be scaled to virtually any size without any loss of quality.

File Formats

Common vector formats include **EPS (Encapsulated PostScript)**, **SVG (Scalable Vector Graphic)**, and **AI (Adobe Illustrator)**.



Raster Graphics are composed of pixels and are impacted by scaling. The resolution of a raster image is expressed in terms of the dots per inch or dpi. Low-resolution images or even higher resolution images that get enlarged too much will appear like the image to the left. If you take a 300 dpi bitmap and increase the size in a graphics program you have created a "jagged" image. The tiny pixel squares got bigger and created jaggy edges on your image.

File Formats

Common raster image formats include **BMP (Windows Bitmap)**, **TIFF (Tag Interleave Format)**, **JPEG (Joint Photographics Expert Group)**, **GIF (Graphics Interchange Format)**, **PNG (Portable Network Graphic)**, and **PSD (Adobe PhotoShop)**.

Click [here](#) for a video that will help explain **Vector vs. Raster**.

Common Questions

Why can't I use images from the web such as a GIF or a JPG? Images used for the web are low quality raster images that offer poor printing resolution. While they may look fine on your screen (which displays at 72 pixels per inch) they will look jagged when printed which requires a minimum of 300 dpi.

What can I do if I have no artwork? If you do not have any high quality artwork on file, you may want to contact a business that has produced other items for you. If you ever had a sign made or business cards created, chances are they have a nice quality version of your logo on file. Call and ask them for a vector based EPS file.

Can you change my artwork? Depending on the type of artwork submitted, we may be able to make modifications to your file. Any requested changes will be subject to additional charges. Contact your sales representative for more information.

Why do you ask that I convert text to paths or outlines or to send my font files? Fonts used on your computer may be unique to your computer. When you create art and use a specific font from your computer and then send the file to another computer that does not have the same font, it will be randomly substituted for something else. Sending the fonts with your art or converting any type to paths or outlines avoids this problem.

Why can't I submit my job in RGB color mode? A lot of the colors you create in RGB mode are not achievable using standard four-color printing. If you submit your job in RGB color mode, there is a conversion process that may produce color shifts you are unhappy with.

Why did the colors print differently from the colors on my monitor? Monitors display colors in RGB, not CMYK and most monitors are not calibrated for color accuracy. There are a wide range of monitor manufacturers as well as additional variables involving ones own brightness and contrast settings, and room lighting.

Can I send a graphic that has been placed in Microsoft Word? Many programs are ill suited to digital workflow and don't always work for imaging output. Many Microsoft programs do not support functions that are needed for print.

Additional Help

Art Sizing

All sizes listed below are approximate sizing recommendations. Sizing varies and is dependent on what garment it will be printed on.

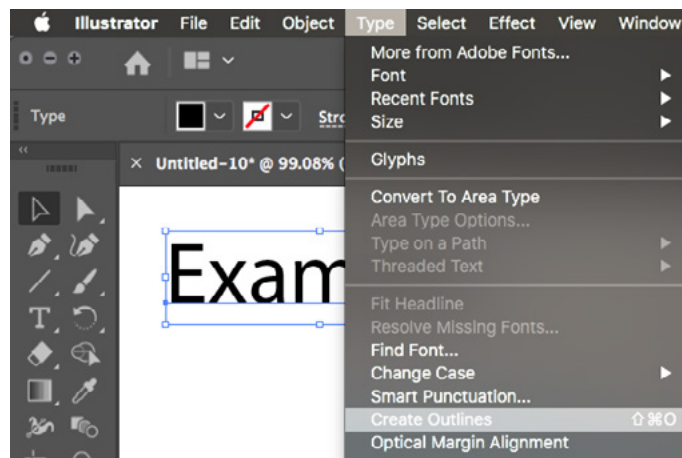
Left Chest: 3 - 4 inches max in one direction

Front Center: 8 - 11 inches wide

Back Center: 9-13 inches wide

Converting Type in Illustrator

To convert type to outlines select the type with the selection tool, go to the Type menu and pull down to Create Outlines.



One Color Art

If your art is going to be printed in one color, please provide us with one color art.

If you have gone through this entire document and still need help, we are here for you.

We have a talented team of specialists with years of experience. We can create or edit artwork for additional fees. Contact your customer service representative if you have any additional questions or to discuss pricing.