PREPARING ART FOR REPRODUCTION

Our design group utilizes the graphics software Adobe Illustrator to reproduce and create all of our designs. Although Illustrator is preferred, customers may also send in their art in other compatible file formats listed below. Along with your original document, you must include any Linked or Placed files used to create your artwork and any art work with transparencies need to be flattened. All fonts used in the document must be included to insure that we have the font and can match your art exactly. An alternative is to convert your text to paths or outlines. However, this will prevent us from being able to manipulate your text should you desire changes to copy before going to production.

RASTER IMAGES VS VECTOR

Image Resolution

•Raster images are used in photography and digital applications. When you take a picture with a phone or a camera, the image is recorded as pixel data. When these images are uploaded online, the end result is a raster image.
All images must be a minimum of 300 dpi for best results. If you've pulled down a copy of your logo or artwork from the web, it may only be set to 72 dpi (web resolution). This resolution is not high enough quality for digital print. Standard printing DPI is 300dpi

To edit these images, you need access to raster-based programs like Adobe Photoshop or Raster Image Editor.

File Formats for Raster Images
Raster files are saved in various formats:

.tiff (Tagged Image File Format)
.psd (Adobe Photoshop Document)
.pdf (Portable Document Format)
.jpg (Joint Photographics Expert Group)
.png (Portable Network Graphic)
.gif (Graphics Interchange Format)
.bmp (Bitmap Image File)

•Vector Images are made of paths and curves dictated by mathematical formulas. These paths and curves are produced exclusively through design programs designed for vectors, like Adobe Illustrator, CoralDraw or Sketch.

Due to their algorithmic makeup, vectors are infinitely scalable, and remain smooth and crisp even when sized up to massive dimensions.

Even when scaled to substantial proportions, this pattern below remains clean and exact. Elements like fonts render the same way— when sized up or down, they retain their quality.

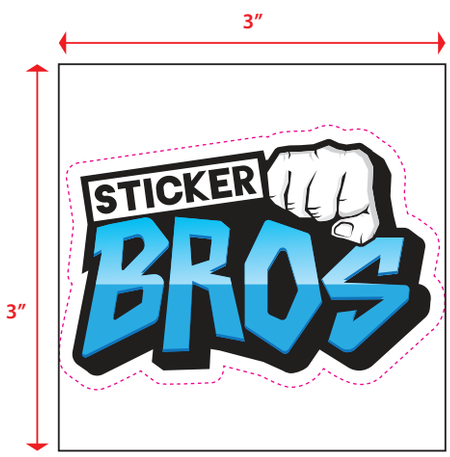
Vector vs. Raster
A vector image's formulaic makeup keeps file sizes to a minimum in comparison to its raster counterparts. This comes in handy when there are restrictions to file sizes or image storage. While a vector image file has many advantages, there are compatibility issues when shared. You must have access to vector based programs in order to edit the native files.

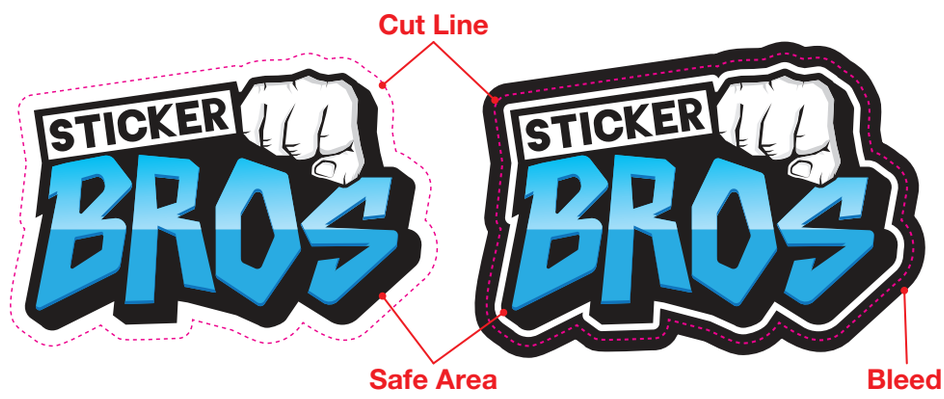
Vectors' scalability make them ideal for design work consisting of logos and icons. Both logos and icons require immense details and many size options, usually depending on their application.

File Formats for Vector Images
Vector files can be saved or edited in these formats:

.ai (Adobe Illustrator document)
.eps (Encapsulated PostScript)
.svg (Scalable Vector Graphic)
.pdf (Portable Document Format; only when saved from vector programs)

Size Orientation and Cut Lines





Make sure your artwork is within the edge of the Cut Line to ensure it is within the printable range. Also note that any important images and copy should be placed at least 1/8" from cut and crease lines.

Bleed Lines

If you are trying to achieve edge-to-edge printing, extend your artwork beyond the Cut Line by 1/8" to the bleed line of your file (which may or may not be visible). Anything placed beyond this bleed will be automatically removed during artwork processing.