

Art Guidelines

Our art department is capable of handling many digital art files. This document describes the file formats we support. The MOST PREFERRED file type is a vector image (.AI or .EPS). You may have to contact your school art department or graphic design firm to get a hold of this file type. Raster images (like photos or .jpg) must be supplied at 100% of the size of the final image at 300DPI. Email the image to your Customer Service Representative along with the custom graphic worksheet. To learn the difference between raster and vector images, see below and the next page.

Preferred File Formats:

Vector (.AI, EPS), JPG, TIF

Applications:

Adobe Illustrator

Adobe Pagemaker

Freehand

Corel Draw Quark Xpress

Adobe InDesign

Adobe Photoshop

NOTE: we require written authorization on ALL copyrighted images.

Raster Images

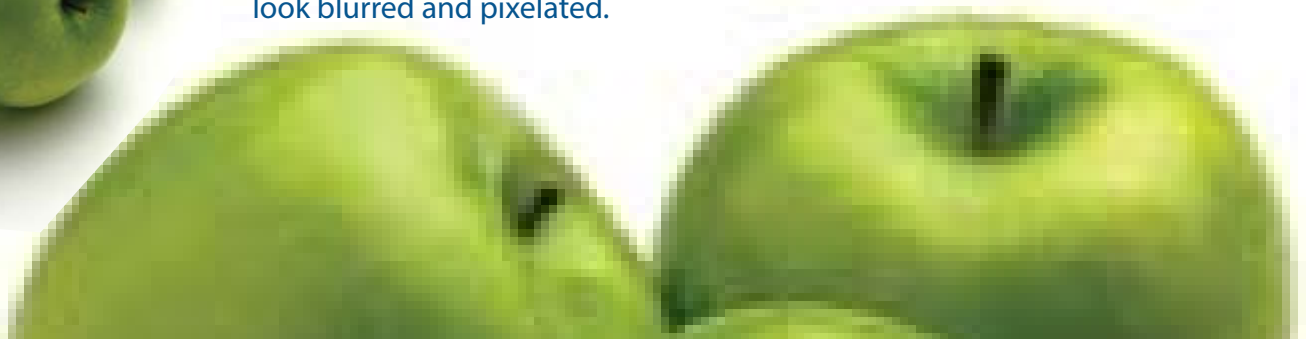
A raster image, like a photo, is made up of tiny color dots. The resolution (i.e. 300 DPI) is measured in DPI or dots per inch. When the image is at a high resolution the dots are small and close together and the image looks clear when printed. For instance, this image of apples is clear at 1" with a resolution of 300 DPI, which is a standard resolution for good quality printing.



When blown up to 3", the resolution is reduced to 100 DPI and the image doesn't look as crisp.



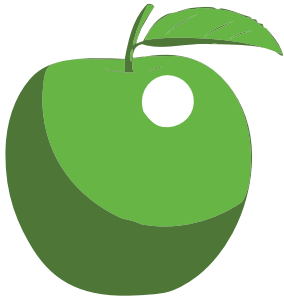
And when blown up to 9", the resolution is only 33 DPI and the image looks very rough around the edges. The dots are larger and spread out and the image looks terrible. This is why files must be full size and with a resolution of 300 DPI. If you send a raster image that is 12" but you want it to be 4', the results will simply look blurred and pixelated.



See next page for details on Vector Images.

Vector Images

Vector images are created using mathematical formulas. The computer can scale the images to any size and it will look clean and crisp. The apple below was created in Adobe Illustrator and looks clear at this small size. When blown up to a much larger size below, the image is still crisp. The mathematical formulas creating the image can scale to any size and with any amount of detail.



This is the preferred file type and will produce the best finished results. It is safe to say nearly all school logos were created in a vector based program. The school art department or graphic designer should have this type of file or know where to get it. Many times when uniforms, t-shirts, or posters are printed a vector file is used- this may be another way to find this type of file.



Remember to fill out the graphic item worksheet. Sketch a rough estimate of the placement of your logo and school name. No drawing skill needed. If you are artistically challenged, see the examples below for how to create a helpful sketch. The more precise your sketch, the more likely one of the 3 choices the designers come up with will be pleasing- saving you time and money.

