

Artwork Specifications



Acceptable Formats:

Vector art (.eps, .ai, .pdf) created in Adobe Illustrator, images with 300 dpi (not always applicable)

Unacceptable Formats:

Faxes, photocopies, photographs, slides, transparencies, negative stats or films that need to be reversed to positive, halftone art that needs to be resized, low resolution laser printed artwork of less than 600 dpi, letterhead, business cards, actual product, text files from word processing documents such as PowerPoint, Word Perfect or Window Metafiles also cannot be used without being converted.

Diagrams, drawings or graphs (line art) created with an art-based program

This type of artwork is made in a non-Office suite program such as **Adobe Illustrator**. Creating art in Office suite programs like MS Word etc. results in poor print quality. Before uploading make sure the artwork had been converted to outlines only. All text must be converted to outlines. All fonts must be provided with art if not outlined.

PDFs, EPS, & ZIP files

Some PDFs can be created in art-based programs and need to be saved to preserve the objects, not flatten them. Photoshop files need to be saved as an EPS or PDF file. If the files are too large or you have many they can be saved in a zipped file and then uploaded.

Photo or other scanned image

The key is to set your resolutions and file-type settings on your scanner or camera BEFORE creating/scanning the image. Resolution is set when digital artwork is first created. These images are generally not acceptable for print due to universally low resolutions, unless they are noted as being high-resolution images specifically designated for print quality. Images are not always applicable. If the quality is poor to begin with, our art department can convert it to vector art. File types that are acceptable for upload are the following: **.jpg, .jpeg, .gif, .png, .tif, .tiff**

Resolution of images

The resolution is often referred to as dpi (dots per inch). This will determine the ultimate clarity of your file. The higher the resolution, the better the print quality. The resolution needs to be preferably set at **300 dpi**. Once scanned/photographed and saved, the resolution of a file can never be increased again without distorting the proper print size of the image. This can then be used to create into vector art.

Don't have artwork? No problem!

Our in house art department can create your artwork. Just submit your detailed idea, drawing or image of what you want and we will create it.