

ARTWORK SUBMISSION REQUIREMENTS

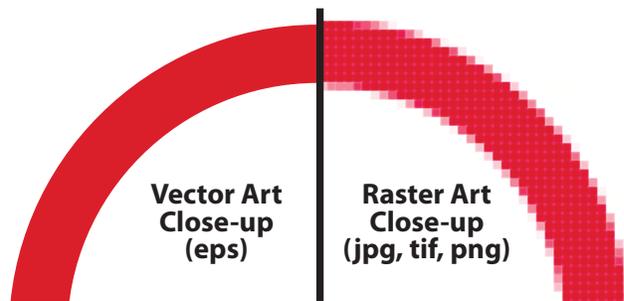
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For Customer Supplied Artwork please refer to the following:

There are two types of digital graphics files – vector and raster.

Vector art is resolution independent, meaning it can be enlarged without reducing image quality. Vector art is made up of paths. This is the preferred format for all artwork. All type/copy should be converted to outlines to avoid potential font problems.

Raster art is resolution dependent, meaning it will lose image quality if enlarged. Raster art is made up pixels. If you must submit raster art we recommend a minimum of 300 dpi.



Vector Artwork (Production Ready Art) will incur no art charge.

Preferred format:

EPS - Encapsulated PostScript file.

Accepted formats:

AI - Adobe Illustrator file.

PDF - Acrobat PDF 300 dpi or higher.

Fonts should be converted to outlines or supplied for all three file formats. All images should be embedded.

Raster Artwork may need to be recreated depending upon the resolution and quality provided. If recreated, it is possible that colors and fonts will not match the sample provided exactly. Should artwork need to be recreated it will incur a minimum art fee of \$20 per file.

Raster file formats we will work with include:

JPG - prefer 300 dpi or higher

TIF - prefer 300 dpi or higher

PNG - prefer 300 dpi or higher

For all file types colors should be defined as either spot or CMYK (4-Color Process) colors. All spot colors will be matched to the Pantone® COATED color guide. All RGB artwork will be converted to CMYK which can change the appearance of the color, sometimes dramatically.

*We cannot use the following formats for printing: Word, Excel, Powerpoint, or Publisher.

Contact us at sales@victorystore.com or 888-968-2688 for further assistance.