

# Artwork Submission Guidelines

There are many variables for the compatibility of computer produced artwork, and files which are incorrectly prepared may not produce the best results. Please follow these guidelines carefully, and call us if you have any questions.

## Setting Up Your Illustrations

Some images simply cannot be silkscreened easily. These include color photographs, multicolor blends and items with sharp details. Please refrain from using lines or dots smaller than 1 point. Pantone coated spot colors should be used instead of process colors.

## Suggested File Formats & Extensions:

These kinds of files will give the best results...

Illustrator CS CC (or lower)- .ai

Portable Document Format- .pdf

Encapsulated PostScript- .eps

Photoshop cs3 (or lower)- .psd, .tif, .gif, .jpg (please note: bitmap images must be at least 300 dpi and actual size.)

Microsoft Word- .doc

**Please note:** Word is not the most reliable format to use for graphics for two reasons:

Word reduces the quality of imported images, so whenever possible, please send original image files along with the Word file.

Word will change fonts. If a file is opened on a computer where a certain font is not available, word will substitute a different font and not tell the user, which can vastly change how artwork looks. Make sure you also send us a JPG of the art if you send a Word file so we know how the art is supposed to look.

Incompatible File Formats:

**These are programs which we do not use.** Please export your artwork into an acceptable format listed above.

PageMaker (export as PDF file)

Quark XPress (export as PDF or EPS file)

Microsoft Publisher & Powerpoint (copy and paste into a Word file)

Low-Quality Formats:

These may look OK, but the quality of the image will quickly deteriorate when enlarged. We will do what we can to fix problems and reset type, but fine details may be lost and extra charges may apply to fix art.

Low resolution bitmap images such as images from the Internet

Faxed artwork

Other formats may or may not work depending on the information in the file itself. Many programs have an "Export" or "Save As" option in the "File" menu that may give you one or more of these options. Please be sure to include the proper file extension if you are sending a Mac file.

Please send a printed copy, faxed copy or JPG bitmap of your artwork along with your vector art file to assure that there have been no changes during the conversion process.

## File Preparation

Please be sure to include all externally linked bitmap files and images.

Please change all text characters into paths or outlines. This is to ensure accuracy as font formats change from one platform to the next. In CorelDraw, this option is in the "Arrange" menu as "Convert to Curves". In Adobe Illustrator, it's under the "Type" menu as "Create Outlines". Unfortunately, this feature is not available in Microsoft Word, so art may change from your computer to ours. Please check fonts carefully if you are sending Microsoft Word files (see note about Word above).

## Halftones

Silkscreening requires the use of large halftones to accommodate the ink flow.

Please omit halftone patterns from camera-ready copies of your art. These are difficult to scan into the computer. You should simply outline the shaded areas so dot patterns can be added later.