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# Art Guidelines

**Please read carefully before submitting your art files.**

If you have any questions, you can contact our art department via phone or email.

## Supported Programs

Adobe Illustrator CS4 • Adobe Photoshop CS2 • Adobe Acrobat 8 • Corel Draw 10 • Gerber Composer 2.1  
Microsoft products do not generally work well with hi-res digital printing or vinyl cutting. Most of the work we do is done in Illustrator or Photoshop because they reproduce color much better than the others.

## General Information

We can accept files via email (please keep under 9 meg), CD, DVD, USB or most types of flash memory. IF you need to send us files greater than 9 meg, you can go to our website and submit them via our FTP (File Transfer Protocol). This process is the best way to get the files to us. Please click on the link to upload your art files and fill out the form so we know what to do with your files once we get them. It is always a good idea to also send us a PDF proof of your art so we can see how you intended it to look. The proof doesn't have to be full size. Please produce your final art file at 100% of what you need the final size to be. If you cannot do that, please make sure the file is in proportion to the final size. A file that is set up as a square will not blow up to be a rectangle without stretching it. If you have questions regarding the setup of your files, please contact our art department.

### Fonts:

Whenever possible, outline the fonts or convert to curves so that there are no issues with font substitution. We have an extensive font library but we don't have all the fonts available. The fonts on your system may not be on our system so the document may look and print differently than you intended. If this is not possible, send us your PC fonts only. We can use Type 1, True Type or Open fonts.

### Color:

In order for your file to come out the best, please make sure the follow happens:

- Color mode should be set to RGB (Our printer rip software will manage the CMYK conversion and come close to the colors you intended). There is no such thing as an **"exact color match"**. If color is an issue, please send us a color corrected proof or samples of what the colors need to be. We can come close in most cases.
  - Leave PMS colors intact so we can see what you intended the project to look like. (use pantone coated swatches only)
  - Change the black color to C:50, M:50, Y:0, K:100 (or R:0, G:0, B:0 if the program can support dual color modes).
  - If you are sending us a file to be cut out of vinyl, please specify a vinyl color or PMS color. We will try to match to the PMS color, but not to a process color (CMYK, RGB).
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# Art Guidelines

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## Picture Files:

While we accept a wide range of different common picture files for printing-.bmp, .gif, .jpg, .tiff, .png, etc.- your file should follow these guidelines:

Try to use uncompressed file types such as a TIFF if possible. JPEGs and GIFs, as well as other Internet file types, use compressions that may affect the overall look of the image when printing. They can be used but TIFF files generally work better with color and clarity.

Pay attention to the DPI (dots per inch) or overall amount of pixels in the file. A file that has a minimum of 150 dpi (at actual size) will have the best chance of printing clear at your specified size.

Example: if your file is 3000 pixels wide by 3000 pixels high, the best size you can print is: 20 inches by 20 inches (150 dpi). If you printed the file larger the dpi would decrease causing the print to be pixelized (stair step effect).

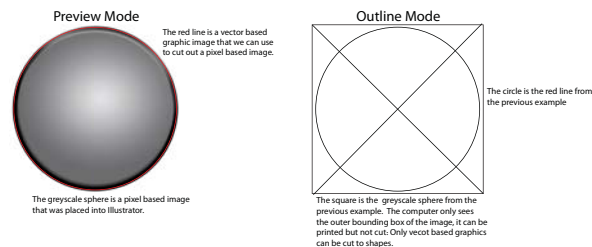
Going into Image>Image Size in Adobe Photoshop will give you the number of pixels and DPI of the file.

If your file happens to be smaller than you need it, making it bigger by changing the dpi or pixel count will not make the file clearer. Your image editor cannot add pixels to the image to enhance the size. If you make the image bigger, the original pixels will only get bigger.

## Vector Images:

Files from vector based programs such as Adobe Illustrator (.ai, .eps), CorelDRAW (.cdr), should print and or cut fine

Vector files are essentially outlines of shapes stored into the file. (see example below)



If you need a file cut, it must be in a vector format. Putting a picture file into one of the preceding formats will not cut. You must physically create a shape for the plotter to cut out.

If you send us a vector file, please send us the font file, or for best results, convert the font to an outline. In Illustrator, go to Type>Create Outlines. In CorelDRAW, go to Arrange>Convert to Curves.