



ART SPECIFICATION GUIDE

Below is information to help you produce quality artwork for your printing project. We understand some of it can be confusing, but we will be happy to help you develop your art so you will have the maximum quality for your project.

VECTOR ARTWORK

Vector artwork is made up of mathematical lines and shapes (as opposed to pixels) and will not become blurry when enlarged. This type of artwork is preferred over raster (pixelated) art. The most common vector files types are AI, EPS or PDF.

RASTER ARTWORK

Raster artwork is made up of many "dots". The resolution of the artwork is measured by the number of dots per inch (DPI). The higher the DPI, the clearer the image becomes. This type of artwork has the potential to become blurry when enlarged past the ideal resolution size. The most common raster files are JPG, TIFF or GIF.

DESIGN SPECIFICATIONS

1. Files should be built at full size with a DPI of no less than 300. A DPI of 72 will most likely be blurry.
For example for a file 5" x 7" your page setup size should be 5" x 7". If you are doing a banner size that is 3' x 8' your page size should be 36" x 96".
2. Artwork should be converted into the CMYK color mode.
3. Convert all type to curves/outlines.
4. If a bleed is needed, artwork must exceed 1/4" on each side.
For example a finished piece of 5" x 7" should be 5-1/2" x 7-1/2".
5. If color accuracy is critical, it is imperative that a PMS color is assigned.
We cannot always guarantee an exact color match with some items.

ARTWORK RESOLUTION GUIDE

For best resolution, please build all your files with a minimum of 300 DPI. Although sometimes we can boost the resolution at our end, we cannot guarantee a clear image with a low resolution.

PLEASE READ

If you need specific colors matched, you **must provide us with your PMS colors**. We will do our best to match your colors within the limitations of format printing technology. Matches can come close but exact matches should not be expected unless you are ordering large quantity printing on an offset press. When reviewing proofs, colors on your computer screen are not an exact representation of the colors you will be receiving because screen calibration issues and the fact that computer screen colors are RGB and not CMYK colors like your printed project. Also the type of material printed on, lighting and pure human subjectivity help determine how a color is perceived to appear.

Any file submitted in Word, Excel, Publisher, Google Docs or the like have a good chance of not printing properly. We cannot be responsible for files not converted.

Vector vs. Raster



Vector Art — PDF, AI or EPS



Raster Art — JPG, TIFF or GIF



Not outlining the text runs the risk that we may not have that same version of the font or may not have that font at all. Outlining text creates tiny anchor points around it converting it into a shape rather than type.

Images from the Web

Images taken from web sites **NEVER** typically work for high end output. Web images are usually an inch or so in size and only 72 DPI. The lowest resolution that can be used for offset printing is 300 DPI.

A good rule of thumb for image size is to avoid artwork that is only a couple kilobytes (i.e. 36 KB). Images that are several megabytes usually are ok to use (i.e. 2.5 MB)

When combining both vector & raster art...

When combining both types of artwork, place the raster image in the vector document and save the whole thing in a vector format.