

ARTWORK GUIDELINES

Please note the following when preparing electronic art files that you will be sending to us. We support both PC and Mac platforms and most commonly used graphics software. Files can be saved in their native format as follows: (Please note that we are PC based)

Programs we use are: Adobe Illustrator, Photoshop CS2 and Omega Composer.

- .EPS of any type including Illustrator and PhotoShop - preferred!
- .PSD - PhotoShop, any format (version CS2)
- .AI - Adobe Illustrator (version CS) Saved files should have embedded images and outlined fonts.
- .PDF - Adobe Acrobat
- .GAD - Gerber Art Definition; for cut vinyl or Gerber Edge only; not for digital printing!
- .PLT - Plotter File, for Gerber Advantage (version 6.2); for cut vinyl or Gerber Edge printing only.

We will also accept hi-res files with the following formats: jpeg, tiff, bmp, png sized to 100% 200-300 dpi. We accept files on CD , DVD and on floppy discs. If you mail us files always include in your package a hard-copy print-out of what you want printed, so that we can cross check the hard copy against the electronic file. This prevents our inadvertently printing the wrong file!

If you email your files to us, please include a pdf of what you want printed, again so that we can cross check the pdf against the electronic file.

Our digital output devices and printers are 6 color CMYKLcLm. For the best possible results please provide design in CMYK color modes if possible. However, we also accept RGB files, which we'll convert to CMYK at this end.

If you want specific color matches then PMS Pantone colors must be specified within the file and on your hard copy proof. Color swatches are an acceptable substitute to Pantone colors. We will match PMS colors as closely as possible although we may not be able to color correct embedded/placed art files.

IF COLOR MATCHES ARE NOT SPECIFIED THEN WE WILL ASSUME THAT EXACT COLOR MATCHING IS NOT CRITICAL!

Whenever possible send your files in "layers," so that if color corrections are required we can go into the various layers as necessary to do so. Artwork that is sent as a "flat file" with all design elements in one layer cannot be color-correct or "tweaked" by us.

Please include all images that have been placed or imported into the final layout of your file. These images files are important to the quality of your final print.

Whenever possible send artwork as vector art, with all fonts saved in outline form. This allows for easy scaling and color corrections.

Be sure to include all fonts used in your artwork. When using Postscript fonts (Type 1 fonts) please supply both screen and printer fonts.

Scanned images should be scanned at no less than 400 dpi (dots per inch) at 1/4 size of the final printed piece. Remember that resolution goes down by the same factor as the enlargement you request. E.g. A 300 dpi original enlarged to five times the original size will have a finished resolution of 60 dpi.

Please note that images downloaded from the internet are low resolution and will appear pixilated when enlarged. In most cases they cannot be used.

If you have questions on any of the above call 1-877-955-2228 and we'll gladly guide you through the process.

Contact Sam, Alison or Joe today to get your order in process!

Our Address:

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