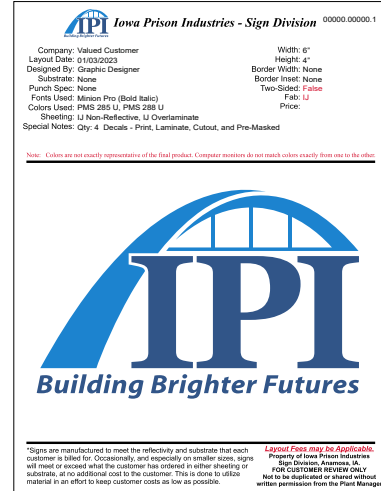# GRAPHIC & PRINT GUIDELINES

PRODUCT LAYOUTS

Layouts ensure artwork is printed correctly. Always use the most recent layouts, which can be identified by the reference numbers at the top right corner of each layout page.

- **Layouts are available for custom products or orders upon request**

Save TIME, MONEY and HASSLE with layouts specifically created for each product.

Each layout includes file setup specs for sizing your artwork.

PRINT METHOD	ACCEPTABLE FILES	FILE FORMAT	PRINTING SPECIFICATIONS
Full-Color UV and Inkjet	**Vector with fonts outlined and links embedded** **Raster**	**Adobe Illustrator** .ai .eps .pdf **CorelDraw** .cdr .eps .pdf **Adobe Photoshop (High Resolution)** .tif .psd .eps .png .jpg .pdf	- All files are printed in CMYK (process color); PMS (spot) colors and - RGB files will be converted to CMYK prior to printing. - Full-color artwork including gradients, raster/photo images and bleeds - Raster images must be created at actual size with 200 dpi resolution or greater - Minimum of 24 pt. reversed-out text - Minimum of 8 pt. regular text - Minimum line thickness: 1 pt. regular text, 2 pt. reversed-out text

VECTOR ART
(Recommended for all products)
- **Can be scaled to any size while maintaining quality**
- **Known as line art**
- **Vector artwork is preferred (unless printing photos)**

.eps, .ai, .cdr, .pdf

OUTLINED FONTS
(Required for all products)
Font selection can vary from computer to computer, which can cause a desired font to be replaced with a generic one. To preserve your fonts, always outline, embed, package, or convert them to curves before submitting artwork.

Original font
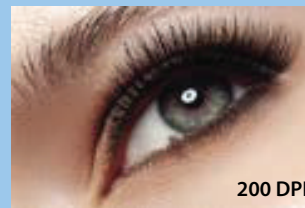
Missing font replaced with a generic one

Original font when outlined, embedded or converted to curves
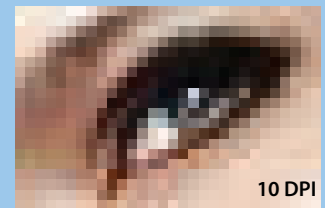
EMBEDDED IMAGES
(Required for all products)
Most programs allow the user to add an image to a file by linking or embedding. Embedded images are stored within the document itself, while linked files are not. Because of this, linked files can suddenly vanish when opened from a different computer. Embed or package all images to avoid losing them when files are submitted.

RASTER ART
- **Known as bitmap art**
- **Composed of pixels (or tiny squares) grouped together to make one complete image**
- **When scaled larger, the image will look pixelated (or jagged)**
- **Submit art at 200 DPI (dots per inch) or greater at full size**

.tif, .psd, .png, .eps, .pdf, .jpg

200 DPI

10 DPI

High resolution images include: Unedited, original raw digital photos and stock photos

Low resolution images are: Photos taken from the Internet, scanned images, photos taken on a cell phone, screenshots, etc.

UNACCEPTABLE FILE FORMATS:
Quark, Flexi, Sign Pro, Word, Excel, Publisher, and low-resolution scanned images.