

All artwork must be provided 100% final output size at 350 pixels per inch (ppi) resolution. Please build all artwork using PANTONE (PMS) colors, often referred to as "spot" colors, unless your art is being printed using 4-color, CMYK process. All fonts need to be converted to outlines or paths.

Preferred file types: Adobe Illustrator CS, or older, for vector artwork (native file format and EPS—Encapsulated PostScript); Adobe Photoshop CS, or older, for raster artwork.

Acceptable alternate file types: PDF for camera-ready artwork only (one-color, designed in black).

Unacceptable file types: Quark XPress, Microsoft Word, Microsoft PowerPoint, CorelDraw, Adobe InDesign, Adobe Page-maker or any other DTP program; PDF for print artwork; PostScript files (.ps), jpegs, tiffs, gifs, or bitmap images.

Acceptable media types: CD-ROM

Electronic art via e-mail: E-mail attachments can be sent if the total file size is under 10MB. The following information must be contained in the body of your email: file name, file type, Gifts By Design order confirmation number, salesperson's name, items to be customized, imprint colors, imprint size, imprint location, and contact information.

Common problems with art:

1. Your logo is a jpg file. A jpg is not a vector art file and for most imprinting, a vector file is required. Vector art allows the file to be printed at the correct size and ensures the cleanest image is produced on your final product. Occasionally, a jpg will work for embroidery.

Solution: Gifts By Design's Art department can recreate the logo at a cost of \$50/hour.

2. You need a product imprinted but only have a scanned copy of your artwork.

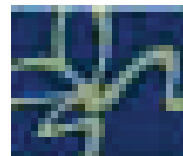
Solution: Gifts By Design's Art department can recreate the logo at a cost of \$50/hour, unless your design is meant to be 1-color AND is saved at 350 dpi to size.

Vector (line) Art vs Raster (bitmap) Art

Raster Art: JPG, GIF, TIFF, etc

Raster Art is "resolution dependent". When you change the size of the imprint, you change the quality. Enlarging a rastered art file will create a fuzzier, less defined image.

Colors can not be separated or adjusted, and lines are not clearly defined.



Vector Art: Adobe Illustrator, EPS

Vector Art is digital art created with drawing software such as Adobe Illustrator. It is "resolution independent". This means that it can be enlarged without affecting the quality of your imprint.

Colors can be separated, lines are clean and colors can be adjusted as needed.



Blue 282c



Green 7553c