




ACCEPTABLE FILE FORMATS:

-  Adobe Illustrator (.ai, .eps) - Mac or Windows
-  Adobe PDF (.pdf) - Mac or Windows
-  Adobe Photoshop (.psd) - Mac or Windows

Vector artwork is preferred for highest quality print (.ai, .eps, .pdf). In order to ensure your project prints correctly and without any delays, please provide your art files in one of the listed formats and in the latest version of the software package. While we can work with other formats, additional prepress time and art charges may be incurred.

HOW TO GET YOUR FILES TO US:

Via email (maximum file size 25 MB)
DVD+/-R/RW - Mac or Windows
CD-R/RW - Mac or Windows
Flash Drive
FTP Upload - Ask your sales rep for instructions

Email is preferred. If other media option is used, please label your media with your name and or company name and include a printout of the directory or list of what is on your disk. If there are extra files on your media, please indicate the file name(s) of the items we are using for your current project. For uploads via FTP or email, make sure your rep has the complete names of the files you are sending us.

WHAT TO DO WITH FONTS:

Create your fonts to outlines whenever possible. If you cannot outline your fonts, please send along all fonts used in your document.

Depending on the font source, fonts with the same name may actually be different from one computer to another. To avoid any problems with your text we highly recommend converting all of your text to outlines before sending us your file. If you should need assistance on how to convert text to outlines an Image Pointe representative can assist you in the process.

WHAT TO DO WITH RASTER IMAGES:

Images in Photoshop or images linked to other design programs must be included with your design file. **A MINIMUM of 300 dpi** (with a preferred width of 12" wide for screenprint is necessary for best quality print). Lesser resolution values will cause your project to print at a lower quality.

A layered working file to size is preferred for best print (file format .psd). Before printing your files, the art department will check the resolution and color profile of any images in your document. Images may need to be manipulated to add bleed, reposition your images or to correct color. Including linked images will save time and prevent broken links.

WHAT TO DO TO GET CORRECT COLOR:

If your design has PMS colors in it, we can color "match" (as close as possible) to those colors when requested. Please use **Pantone Solid Coated** colors for color matching.

A file that looks a certain way on your computer monitor or when printed on your desktop printer will look different on other monitors and can also print differently on our printers. Therefore, colors that are critical, such as logos, it is best to specify a PMS color or colors for us to match. This works best in a vector art with solid colors but can be achieved in raster images as well.

BLEEDS:

Artwork that is cut to shape after printing must include 1/4" of bleed past the cut line. The cut line should be vector art and included on a separate layer with your art file.

Examples of items that would need bleeds are decals, buttons, bumper strips and any item that needs color printed to the edges. **The two most important things are a cut line and bleed that goes beyond this cut line.** If your file is a complex shape it is a big benefit to you if you create a cut line and bleed the artwork when you design your file. When you create the cut line or path it is best to put it on a separate layer in your file. The art should go outside of this line or bleed approximately 1/4" to insure there will be color to the edge of the finished piece.

ART CHARGES:

- A. Art charges are \$35 for the first color and \$20 for each additional color per design. If higher level illustration is requested we will charge by estimated art time and would price accordingly.
- B. No art charges if ordering 144 or more t-shirts and under 3 revisions.

- C. Up to 3 revisions are included in the initial cost. There will be a \$35 per revision charge if changes are needed after the third revision.
- D. Embroidery: once art is complete, design(s) will be emailed to our embroidery department for a digitizing quote.