

ARTWORK GUIDELINES

In our continuing effort to provide you the highest-quality product quickly, we are providing these Artwork Guidelines to help you submit files that we can handle promptly and efficiently!

ACCEPTABLE FILE APPLICATIONS / PROGRAMS

- **Adobe Illustrator**
- **Adobe Photoshop:** Note: For the clearest reproduction, do not set text in Photoshop smaller than 18 points.
- **Adobe InDesign**

For files that you are looking to go directly to press, do not submit files in the following native programs: Microsoft Word, Publisher or Excel; QuarkXPress. For these applications, please export and submit a high resolution PDF or EPS file.

PREFERRED IMAGE FILES

PRINTED PRODUCTS

Logos: EPS, vector PDF and Illustrator (AI) files.

Photos: High resolution TIF files: 300 DPI at correct size.

Note: Because of their low resolution, please do not send PICT, PNG, BMP or low resolution JPG files; do not send Web images.

AD SPECIALTY ITEMS

Vector art required: EPS, vector PDF and Illustrator (AI) files.

EMBROIDERY

Vector art required: EPS, vector PDF and Illustrator (AI) files.

SCREEN PRINTING

Please ask your Account Representative for specifications as vendor requirements differ.

FONTS

- For print-ready files: all text needs to be converted to outlines.
- If you require that we make text changes to your files, please provide us files with live text and we will try and match your font to the best of our ability with the fonts we have in-house.
 - > If you require we use fonts we do not have (based on your specific branding), please be sure you understand any possible transference restrictions in your font licensing agreement before deciding to send the font to us.

COLOR

- When sending artwork, please state whether we are printing the file in four-color process (CMYK) or spot color (PMS).
 - > If we are printing the job in spot color, please let us know the PMS color number(s) we are to use.
 - > If you are unsure of the PMS color, please let us know and we can choose the color for you.
- Let us know if your job is color critical.

NATIVE FILES INCLUDING IMAGES

- If you have an image that is imported or placed into native files you are sending us, please include the original image files. Do not embed images into your native files; send the linked graphics separately.
- To ensure IT security, we request that you not send us external links to download files. If your files are too large to email, please let us know and we can provide you FTP access.

ARTWORK SUBMISSION

Compress (ZIP) any files over 4MB before you email to us. We have an FTP site available for larger files. Please contact us for instructions.

PRINT-READY FILES

If your job is ready to print, please provide us a print-ready PDF using these specifications:

- Convert fonts to outlines
- Embed Images (for PDF print-ready files only)
- Export using the "Press Quality" PDF setting*:
 - > Change the "Compatibility" setting to Acrobat 8/9 (PDF 1.7)
 - > Use crops marks and include 0.125" bleeds

* We have a PDF pre-set available for you to import into your Creative Suite programs. Please let us know if this would be helpful and we can send you the file with installation instructions (you can then simply click on the CW PRINT setting in your PDF export options.)

