

Distributor artwork setup

Resident Software (Preferred Software)

Illustrator CC, Photoshop CC

Accepted File Formats

Vector based: .ai, .eps, .pdf (editable)

- Convert all fonts to outlines & include linked images.

Raster based: .psd, .tiff

- Do not flatten/merge layers.
- Raster images should be trimmed/cropped to edge of the bleed and exported or saved at **300 ppi** (pixels per inch) at 100% size being used for optimum results.
- Other raster formats (.jpg, .gif, .bmp) can be accepted, but may incur a small set-up fee.

Important

- Low resolution files may need to be redrawn.
- **Please include a .pdf or .jpg of your art for viewing.**

Before Sending Art (be sure to:)

◇ Complete all edits & changes

- All graphic elements appear how & where they should be printed.
- Send only correct, print quality files (no art that should not be printed).

◇ Set up art with correct colors & color mode

- CMYK and/or Pantone Solid Coated (recommended).

Tip: For bolder results, we recommend using a rich black (C: 25%, M: 25%, Y 25%, K: 100%).

Important: Blue colors with high percentages of magenta may print with a purple tint. Please supply a Pantone color to target.

◇ Save all files at actual size

- Submit vector or hi-resolution art at 100% of the desired size.

◇ Prepare an obvious & editable vector cut line

- Your cut line should show exactly how you would like your art to be cut, it should be visible & clearly not part of the design.

Tip: We recommend placing the cut line on a separate layer.

- To ensure your final product is not damaged during production, we may need to slightly alter the cut line. A proof will be provided.

◇ Set up bleed & safe margins

- Bleed is the printing that goes beyond the edge or cut line of a product & allows the image/product to be cut to size.
- A minimum of 1/16" (0.0625") bleed & margin is required.
- Some products may require more than 1/16" bleed & margin. Your service rep can supply product-specific requirements.

◇ Convert all text to outlines

- Converting text to outlines ensures there will be no missing fonts. Once converted to outlines, text is unable to be edited.

◇ Include or embed all linked images

- Files missing linked images may be unprintable.



Contact Us With Questions

Please review all of our art requirements before submitting art. If the art we receive does not meet the criteria in the following column, a small fee of \$7/15mins may be assessed.