



## ARTWORK INFO

Sending artwork and producing the final product gets a little tricky but that's what our art experts do best. When in doubt, ask us first. The following information is provided for your convenience as general artwork standards.

Email Artwork and/or Purchase Orders to [Danielle@ProfessionalGifting.com](mailto:Danielle@ProfessionalGifting.com)

### **ART CHARGES:**

If you need us to help create a custom design, charges will be assessed according to time, difficulty and amount of materials used at \$40.00 per hour. Notification will be sent if charge exceeds \$40.00. NOTE: All artwork received will be maximized to our imprint area unless otherwise specified on your order.

NOTE: OUR DELIVERY SCHEDULE MAY DEPEND ON THE QUALITY OF THE ARTWORK SUBMITTED.

### **Electronic Artwork Specifications:**

If you are sending artwork electronically, either via email or on disk, please use the following guidelines:

#### **Acceptable File Storage:**

**Adobe Illustrator** - .AI or .EPS (versions 3 through CS4)

"Create outlines" on all fonts.

**Freehand** - Editable .EPS files (versions 5 through 10) All fonts must "convert to paths".

**Embroidery** - For digitized files, save as Tajima format with color sequencing. Tape charges may apply for all new artwork needing to be digitized.

All eps files need to be saved as "vector" or "editable" .eps formats from vector drawing programs; not to be confused with a "raster"

### **DO NOT SEND:**

- Color bitmaps. These are raster images - (RGB or CYMK are not accepted).
- Website .jpg graphics, these are only 72 dpi., these are low resolution pixelated bitmaps
- Graphics with fonts that are not created /saved as curves, paths, or outlines.

### **ARTWORK - CAMERA READY:**

We prefer a high quality black and white original, printed at a minimum of 600 dpi that has crisp, sharp edges and needs no further touch up. Ask about using pre-screened/ pre-tinted artwork or printed halftones. Some thin lines, small copy and reverses may not reproduce as submitted and may be altered (usually enlarged) to imprint clearly. Please send Camera Ready Art; separated if there are multiple colors.

The items below are not camera ready:

- Fax
- Photocopies
- Letterhead
- Newspaper prints

### **IMPRINT AREA RESTRICTIONS:**

Artwork is enlarged and reduced proportionately by both width and length. Therefore if you request the maximum imprint area, only one of the dimensions may be the maximum as printed in the catalog. Please request a paper proof if size is critical.

### **FONTS:**

A common problem in transferring artwork files is that the fonts the customer uses may be special fonts on the customer's computer. When placing type in the artwork there is a link created to the font on the system. When the file is opened on another computer that does not have the font, the program opening the file will display an error and substitute its own font for the original. To avoid this problem all art containing fonts, should have fonts converted to curves, outlines or paths.

### **EMAIL REQUIREMENTS:**

- Must meet all the requirements for digital artwork files.
- Files **must** include:
  - distributor company name
  - contact name
  - phone number
  - purchase order number
  - desired size and color

## ISSUES WITH ARTWORK?

### **Q: Can you make artwork from my rough sketch?**

**A.** Our experienced computer artists are capable of creating (or recreating) artwork. There is a fee for this service based on the individual specifications, check with customer service for a quote.

### **Q: What is a vector image?**

**A:** A vector image, also known as line art, is defined as a series of points joined by lines. Graphic elements in a vector file are called objects. Each object is a self contained entity with properties such as color shape outline, and size. Each of these properties can be changed within a vector file, without affecting any other object within the file. Notice when you enlarge the vector file, it does not pixelate. This scalability is the feature that makes vector files preferable to raster files. See vector image below.



### **Q: What is a bitmap (raster) image?**

**A:** Bitmap images are also called raster, or paint images, and are made of individual dots called pixels. These pixels are arranged and colored differently to create a desired pattern. These pixels combine to create the appearance of continuous form and color of the created image. The closer you zoom to a bitmap image you will be able to see each individual pixel as a small square that is used to make the image. You will also notice that even straight lines appear jagged when they are on an angle. Because a bitmap image is made up of pixels, the seemingly individual components (fonts, shapes, colors) are pixelated and cannot be manipulated individually as can be in a vector image. Scaling raster files creates pixelation as seen below.



**Q: Small Type**

A: Small type or reversed copy may blur during production.

**Q: Missing or Substitute fonts.**

A: When the person that created the computer file has a certain font specified in the file but we do not have that font on our computer system, our system substitutes the font that is needed with a default font, the best solution to this problem is to convert fonts to outlines/curves in drawing program before sending the file.

**Q: Placed Images Missing**

A: Include all support image files placed or imported into file when sending your artwork.

Questions? Let us help! Contact us and let us guide you to the most appropriate solution.