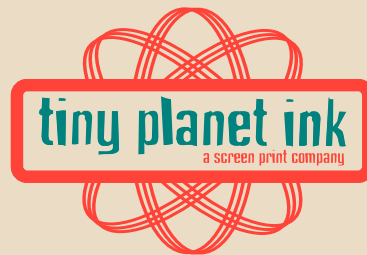
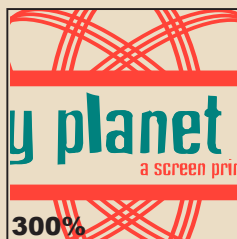


ARTWORK GUIDELINES

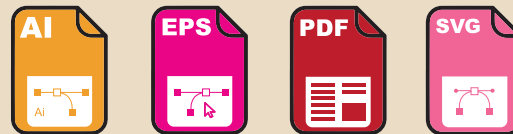


VECTOR ARTWORK (PREFERRED)

Vector artwork is art that is made up of vector graphics. These graphics are points, lines, curves and shapes that are based on mathematical formulas. This enables them to become scalable to any size without losing image quality. Providing a vector file will allow more flexibility for design adjustments. Programs like Adobe Illustrator and CorelDRAW are generally used to create a vector art.



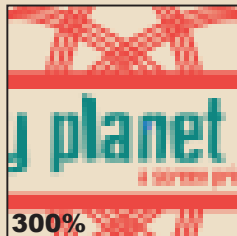
vector file formats



To ensure accuracy, please **convert all fonts to outlines** before submitting artwork. Please include the **name of your font** when sending over artwork.

RASTER FILE

Raster artwork is created using pixels (tiny dots) that use color and tone to produce the image. These images are usually produced by a digital camera. Each image can only contain a fixed number of pixels; the amount of pixels determines the quality of the image (resolution). The quality of a raster image plays an important role when being scaled for print, and depends on the original image size. The Adobe Photoshop program is generally used for raster based files.



raster file formats



Please provide the file with the **highest resolution possible** (150 dpi or higher), and send it at **desired print size or larger**.

****low resolution files that need digital recreation may require an additional charge.**

PRINT SIZE REFERENCE

OVERSIZED PRINT
CHARGE MAY APPLY

