

## HOW TO SEND US YOUR DIGITAL ART

You can save production time and avoid extra art charges by providing us with the right kinds of files. Your finished product will also look much better. Please take a moment to read the following guidelines.

### Kinds of Files

#### Vector files

While we can work with most kinds of files, we prefer Adobe Illustrator documents. Files created in Illustrator are known as VECTOR files. These files are made up of lines (vectors), not pixels. They can be scaled up or down without losing image quality. These files usually end with AI, EPS, or PDF. Some images (photos, for example) cannot be created in Illustrator. They are known as raster files.

#### Raster files

An image comprised of pixels is known as a RASTER image. It is made up of tiny squares (pixels). The quality is determined by the number of pixel (or dots) per inch (DPI). Unlike vector art, raster images LOSE quality you make them bigger. For these kinds of documents, we prefer Adobe Photoshop files. These files usually end with PSD, TIF, or PDF.

### File sizes

Please provide files at 100% of printed size. For acceptable sizes, see "Standard Imprint Areas" below. If you're submitting Photoshop files, create them at 150 - 300 DPI. For larger images (a couple feet in size or bigger), 100 DPI is fine. DO NOT send us a JPEG, GIF, or any other file that is 72 DPI. These low-quality files are compressed for the web and are not suitable for printing. If you do have to send us a JPEG, make sure it is at least 150 - 300 DPI at 100% actual size.

### Swatches

Convert all your color swatches to SPOT colors. Use Pantone Matching System (PMS) coated ink swatches. By doing this, you ensure color accuracy and speed up the production process.

### Text

Convert ALL TEXT to outlines (paths). In Illustrator, it's called Create Outlines and it's under the Type menu. In Photoshop, it's called Rasterize Type and it's under the Layer menu. This allows us to open your file without any font issues. Please don't send us your fonts. Also, if you use Corel Draw or Freehand, export your file as an Adobe Illustrator file and convert text to paths.

### Acceptable Media

If you e-mail your files to us, ZIP or STUFF your files first. For files that are several megabytes in size, you can bring them in on a CD or Portable USB Thumb Drive.

### Things to Avoid

DO NOT send files 72 DPI or smaller.

DO NOT apply trapping to your art.

DO NOT send web files (GIF, PNG). JPEGs are usually ok as long as they are 150 - 300 DPI or higher at 100% print size.

### Standard Imprint Areas for Shirts\*

Adult: Full Front or Big Back - 12" wide x 12" high (Max. imprint size 16" wide x 18" high).

Youth: Full Front or Big Back - 9" wide x 9" high.

Left Chest - 4" square (3.5" square if above pocket).

Center Chest - 6" - 9" wide.

Sleeve (long) - 3.5" wide x 16" high.

*\*Sizes are not absolute but should be used as a general reference. The smallest shirt in your order will dictate maximum size of your art.*