
Accepted File Types

We can accept anything: e-mailed art, faxed art, or mailed hard copy. Just send us what you have and we'll work with you on the rest. Keep in mind that to keep your order moving as fast as possible, we prefer to receive vector file formats.

Note: Changing the file name to a vector file extension will not change the file type.

Preferred Vector File Types:

PDF (Adobe Acrobat)

- Embed the fonts used or export as generic .eps

AI or EPS (Adobe Illustrator)

- Convert text to outlines, embed any linked images

CDR (Corel Draw)

- Convert text to curves

Other Accepted File Types:

DOC, PPT or PUB (Microsoft Office Files)

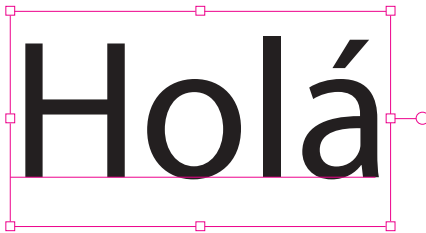
- Embed or include the fonts

Bitmaps (.jpg, .tif, .pcx, .gif, .png, .bmp)

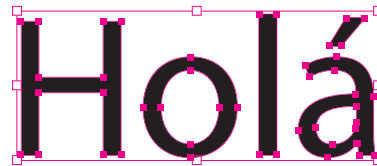
How to Convert Text to Outlines

If working in Illustrator or other graphic programs, you will want to convert your text to outlines prior to sending the file. This ensures that your font does not get substituted and we will be able to keep your artwork exactly as you submit it.

To do this, you will want to go up to the menus at the top of the Illustrator program. Click on "Type" and go down to "Create Outlines." You may also select the artwork and press Ctrl + Shift + O. "Save As" a new file, and send it to us. It's always a good practice to keep a version of your file in which you can still edit all of the text.



Before



After

Raster vs Vector

Raster files are made up of pixels and are commonly called bitmaps.

Vector files use coordinates to create shapes with points and lines. This file type maintains high image quality at any size.



Raster



Vector

Full Color Artwork

Resolution

Your file must be at least 300dpi or vector art. If your image is below 300dpi, please do not simply increase the resolution. This will result in a very blurry, pixelated image. Ideal full color artwork will be 300dpi or higher at the size it will be printed.

Bleed

The bleed area runs along the edges of your document. You will want to extend any background image or color all the way to the edge, and slightly past it, to prevent any white borders from showing.

Web Images

When images are taken from a website, they are typically 72dpi. This resolution is not high enough for printing purposes. You may also run into copyright restrictions when using web images and therefore we do not recommend using these in your artwork. The only exception would be if the image was purchased from a stock photo website at a large resolution
