

# Electronic Artwork Requirements

These guidelines provide an overview of the artwork requirements for imprinting most promotional products and apparel. There may be specific requirements based on the individual product and imprint method that may differ from those listed below.

In order for us to meet your deadline and quoted price, the listed requirements must be met when submitting artwork.

If artwork cannot be provided that meets the necessary criteria for a job, we offer optional artwork services for a nominal fee.

We use Adobe CS6 on the Windows platform.

We require the following file types for these decorating methods:

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| <b>Embroidery</b>          | Adobe Illustrator CS6 or earlier vector format (AI or EPS) is preferred. Convert all text to outlines. If a placed/imported image is necessary, that original file must be included. Raster artwork (TIF, JPG, PSD) must be at least 300 dpi resolution or higher and sized to 100% or larger. Pantone® colors will be matched to the closest matching thread color. |
| <b>Screen Printing</b>     | Adobe Illustrator CS6 or earlier vector format (AI or EPS) is required. Convert all text to outlines. Pantone® spot colors must be specified if you want an exact color match.   |
| <b>Pad Printing</b>        | Adobe Illustrator CS6 or earlier vector format (AI or EPS) is required. Convert all text to outlines. Pantone® spot colors must be specified if you want an exact color match.   |
| <b>Etching / Engraving</b> | Adobe Illustrator CS6 or earlier vector format (AI or EPS) is required. Convert all text to outlines. Artwork must be submitted in 1 color only.   |
| <b>4 Color Process</b>     | Adobe Illustrator CS6 or earlier vector format (AI or EPS) is preferred. Convert all text to outlines. If a placed/imported image is necessary, that original file must be included. Raster artwork (TIF, JPG, PSD) must be at least 300 dpi resolution or higher and sized to 100% or larger.   |
| <b>All Other Methods</b>   | Adobe Illustrator CS6 or earlier vector format (AI or EPS) is required. Convert all text to outlines.  |
| <b>Unsupported Formats</b> | QuarkXpress, Pagemaker, and Freehand files. GIFs, PNGs, & BMPs are typically not acceptable.   |
| <b>Note</b>                | Microsoft Office programs (Word, PowerPoint, Excel, etc.) are not graphics programs and will require artwork services for a nominal fee.   |