DIGITAL ARTWORK GUIDELINES

Vector Art
Vector art files are scalable and look good at any size. Please convert all text and strokes to curves or outlines.

.eps - Encapsulated Postscript - saved from a vector based program
.pdf - Adobe Acrobat Reader - converted from a vector program and works well with vector and high-resolution raster files
.ai - Adobe Illustrator - Version CS or lower
.cdr - Corel Draw - version X3 or lower

Raster Art
Raster or bitmap files are pixel-based and appear "jaggy" when enlarged. These files work well when sent in high-resolution (150 DPI at one-half the intended size.

.psd - Adobe Photoshop - Version CS or lower
.tif - Tagged Image File - High-Resolution required
.jpg or .jpeg - High resolution required

Scanning
We require a high-definition black and white image. Faxed images are not suitable for scanning. There should be no halftones or dithering within the image.

Unusable Art files
Raster files, such as .gif, .wmf, .bmp, and low resolution .jpg's, as well as most art found on the internet, are unsuitable for production. Most art created in MS Word, Pagemaker, Quark, Paint, Publisher, and Greeting Card programs are not usable directly, but in some cases can be recreated or converted by our design department for a fee. Please sent print out for evaluation and estimation.

Please note
Incorrectly saved disks will delay your order, and may not be returned. Any scanning, or other special setup will incur additional charges. If you have any questions please contact us.

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