ARTWORK REQUIREMENTS

ACCEPTABLE FILE TYPES

PDF	Print-ready PDF is our preferred file type. Do not submit multiple pages in one document.
AI	Adobe® Illustrator® files should be submitted with all placed images embedded and all transparencies flattened.
EPS	Adobe® Illustrator® EPS should be submitted with all transparencies flattened and all images embedded. Save with "compatible gradient" option checked if graphics includes gradients. Adobe® Photoshop® EPS images should be flattened (no layers) after removing all template lines.
PSD	Adobe® Photoshop® PSD images should be flattened (no layers or extra channels) after removing all template lines.
TIF	Adobe® Photoshop® TIF images should be flattened after removing all template lines and saved with no compression.
JPG	Adobe® Photoshop® JPG files should be saved at "Highest" or "Maximum" Quality.
INDD	Adobe® InDesign® documents should not include multiple pages. All placed artwork should be embedded.
PNG	Adobe® Photoshop® PNG files should be saved at a high resolution with a transparent background if possible.

USING THE TEMPLATES

- **Page 2 of the template PDF contains the actual template for design use. Submit this page only.**
  - Do not alter the template lines in any way when creating your artwork.
  - Do not use any of the template spot colors in your artwork. Anything using these colors is viewed as part of the template and is automatically removed by our system.
- **For double-sided products, design on both sides of the template even if the graphics are the same on the front and back.**
- **If multiple designs are selected for a product, submit one artwork file per design.**

WHEN CREATING YOUR ARTWORK

- **Submit all artwork files in CMYK color space mode.**
- **Design with PANTONE® (PMS) Color Bridge® colors whenever possible. This will ensure colors are more accurately reproduced.**
  - PMS colors must be set to 100% opacity. If any transparencies are used, the print may show unexpected results.
  - Due to the nature of digital printing, metallic and fluorescent PMS colors cannot be accurately reproduced.
  - *Note: Due to the nature of the CMYK printing process, the reproduction of defined PMS colors is not always possible.*
- **Design all artwork files at a ratio of 1:10.**
  - Products smaller than 16" x 16" will be designed at 1:1 ratio.
  - *Note: Print quality will not be affected using our 1:10 file size requirement.*
- **Follow our resolution requirements for raster (pixel) images.**
  - Minimum of 360dpi on textile materials (e.g., polyester fabric).
  - Minimum of 800dpi on vinyl & rigid materials (e.g., corrugated plastic, cardboard, foam board, etc.).
  - *Note: In a graphics application like Adobe® Photoshop®, increasing the DPI of an image size does not improve the resolution.*
- **Use vector art when possible for logos, fonts, and line drawings.**
- **Keep important elements within the gray image safety line or they might get cut off or stitched over on the finished product.**
- **Extend all artwork out to the template's magenta bleed line.**
- **Convert all fonts to outlines.**
- **Embed all images and links.**
- **Discard all overprint settings. Graphics set to overprint may lead to unexpected results in colors or content.**
- **Double-check grammar and spelling.**