

Art Guidelines

Our Mac based art department offers complete in-house art services. Our primary software is Adobe Illustrator (.eps) and Adobe Photoshop (.psd). For all other software programs, save files as an encapsulated postscript (.eps) file.

Accepted file formats

.ai, .eps, .pdf, .psd, .tif, .bmp,

Art Requirements

Vector art

(Adobe Illustrator, Macromedia Freehand, Corel Draw. etc.)

1. Convert text to outlines. This eliminates the need to embed or send font files.
2. Avoid complex blends or transparencies. These require alterations for optimum screen printing quality.
3. Export art as .eps file

Raster art

(scanned/digital photos and art, Adobe photoshop)

1. Create or size art to the actual size to be printed.
2. Resolution should be 300 dpi or greater.
3. Include all layers and channels (don't flatten).
4. Save as .psd or .tif file.

Converting text to outlines in Adobe Illustrator

When an artist enters text in a vector design it pulls the font information from a file on the artist's computer. So if the art is exchanged from one computer to another, the font files must be exchanged as well. To get around this text has to be "converted to outlines". This makes the font a shape instead of text; and can be seen/edited on all computers.

1. On the menu bar go to Select/All.
2. On the menu bar go to Type/Create Outlines.
3. Save file as .ai, .eps, or .pdf

Spot Colors

If your design uses specific spot colors, it is best to find the Pantone (PMS) color match. Note the PMS numbers (ex. Pantone 276C) in your art files or when placing your order.