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Artwork Guidelines - Basic Requirement

Forms of Artwork

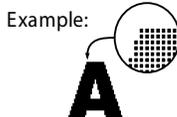
Raster Artwork

Raster artwork is an image created of many pixels. This results in artwork that is not editable, scalable, or able to be separated for spot color reproduction. Digital or full color items can contain both vector or raster artwork.

If raster artwork is to be used a minimum of 150 dpi at full scale is suggested.

Example: If you have artwork that is 300 dpi and is 2" x 2" and you want to enlarge the image 24" x 24" you would end up with 25 dpi. The artwork would be below the minimums suggested.

Common Raster formats include jpg, bmp, psd, tif, pcx



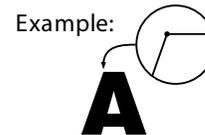
Vector Artwork

Vector artwork is an image created of points and paths. This results in artwork that is editable, scalable, and able to be separated for spot color reproduction.

Screen Printed or Vinyl cut lettering/log require vector artwork.

Digital or full color items can contain both vector or raster artwork

Common Vector formats include ai, cdr, indd (the formats may also contain raster artwork)



PDF and EPS file can contain any combination of text, graphics and images

Software or File Format

In house software used - Adobe Illustrator, Photoshop

File preference is JPG or PDF

Preferred Methods for Submitting Artwork

Email, CD, or Flash Drive

1. Include a JPG or PDF file
2. Convert all fonts to paths/outlines
3. Include or embed all placed images
4. Submit artwork to actual size
5. Allow for bleeds if necessary
6. Submit the original file if possible

Minimum font size for vinyl cut letters is based on the stroke size of the character.

As a rule of thumb the smallest letter size is 1/2".

Anything smaller than this and typically there is not enough adhesive holding the letter into place for a long term life expectancy. A thin script font is typically not a good choice for vinyl lettering.