

Guidelines for Submitting Source Artwork

The source artwork that you submit will be used to create the imprint on the product that you will order. Quality source artwork is essential for producing an accurate reproduction of your logo. Poor quality source artwork may result in production delays or increased costs for cleaning up the artwork. The following set of guidelines will assist you in gathering quality source artwork.

Electronic Source Artwork

A high quality copy of your artwork or logo in an electronic file format is the preferred way of submitting electronic artwork. Electronic artwork is divided into two distinct types - vector art and bitmaps. Vector artwork is composed of lines that have been created in an illustration program such as CorelDraw, Illustrator or Freehand.

Bitmap artwork is composed of pixels that have been created in a desktop publishing program, photo editing program, or through the scanning process. Vector art is preferred because it can be easily manipulated and sized without any loss of quality.

Bitmap artwork can not be easily manipulated and will result in a significant loss of quality when it is resized. Many imprinting processes will require that bitmap artwork is converted to vector artwork prior to production. This is a time consuming and labor intensive process and additional fees may be applied. Many times your printer or design agency will have a copy of your logo in a vector format. You may also want to forward this information to your design firm to instruct them on how to submit artwork. The artwork may be saved on a Mac or Windows computer, provided it is saved in EPS, BMP, TIFF, WMF, or PNG format.

Submitting Vector Artwork

If you have artwork that was created in CorelDraw, Adobe Illustrator or Macromedia Freehand, it is more than likely vector artwork. Guidelines for submitting vector artwork are on the last page of this document. All text in the artwork must be converted to outlines (curves) in CorelDraw, Illustrator or Freehand to avoid problems with fonts.

The preferred format for submitting vector art is EPS (Encapsulated PostScript). Vector artwork can be submitted by attaching the file to email or through our website.

Submitting Bitmap Artwork

Most desktop publishing or photo editing programs are only capable of saving artwork in a bitmap format. Guidelines for submitting bitmap artwork are on the last page of this document. Black and white artwork scanned at 300-600 dpi (dots per inch) is preferred. The preferred formats for submitting bitmap art is EPS, BMP, TIFF, PNG, or WMF. Bitmaps can be submitted by attaching the file to email or through our website.

Submitting Hard Copy Source Artwork

When high quality electronic source artwork is not available, it is best to submit hard copy source artwork on printed paper. Hard copy source artwork should be no smaller than 2" in width or height on a plain white background. Black and white artwork is preferred. Business cards are typically the worst source of hard copy artwork as the logo is often small and not printed clearly. Please consult the following pages of this document for detailed instructions for evaluating the quality of hard copy source artwork.

Source Artwork Quality Factors

Each imprinting process has unique production requirements. In general, the artwork must be converted to a high quality vector image or high resolution bitmap (300 dpi or greater). The initial quality of your electronic or hard copy artwork will determine the amount of production time required to convert your logo. Artwork conversion and clean up is an expense. You can decrease both your turn-around time and up-front costs by obtaining high quality electronic artwork or hard copy. The following section will help you to evaluate the quality of your source artwork. Take a close look at your source artwork, this is the best it will ever look without modification and cleanup.

There is no magical process that will automatically clean up or fix poor quality artwork. Only human intervention in a vector illustration program such as CorelDraw or Adobe Illustrator can fix or clean up bad source artwork.

Overall Size - Bigger is Better

- No smaller than 2" height or width
- Bigger is better, but not larger than 8.5" by 11"

Text Size - No Smaller than 1/2" in Height

- The smallest text element should be no less than 1/2" in height
- Text elements under 1/2" in height may have to be re-drawn or typeset

Contrast and Colors - B & W is Best

- Easily defined contrast between each color in the image
- Black and white artwork is the best
- White or solid off-white background color is preferred
- Colored artwork is acceptable provided there is solid colors and distinct contrast between color

Edge Definition - No Jagged Edges

- No jagged edges upon close inspection of the image
- Crisp clean edges without fuzzy appearance

Halftones or Gradients - Solid Colors

- No shaded areas (gradients) or dot patterns (half tones)
- Solid colors in each element in the image