Artwork Requirements

Preferred file types

We recommend Adobe Illustrator vector files with all fonts converted to outlines. Some common file extensions for vector artwork are: .ai, .eps, and .pdf.

Vector images are created by using points and lines. Vector artwork can be enlarged to any size without losing image quality.

Vector files will not incur artwork charges.

Other file types

Raster image files are accepted but not recommended. Also called bitmaps, raster images are made up of small squares (pixels). Once a bitmap is created the number of pixels in the image can never increase which means when you enlarge the image or zoom in, the quality of that image will decrease. Some common file extensions for raster artwork are: .psd, .jpg, .png and .tiff.

Raster art may be acceptable for a four color process imprint – these files need to be created at a resolution of 300dpi or greater at 1/4" beyond the imprint size. For all other imprint methods, we have to convert your artwork into a vector format.

Sending font files (as .TTF, "true text files") or listing fonts used in your logo can be helpful. If you do not provide the font and we do not have it, we will pick something similar.

If we have to recreate your raster artwork from scratch, additional artwork charges may be incurred.

Important points

▶ Sending Microsoft Word, Excel, or PowerPoint files, or images you have dragged from a website or email signature is not recommended; we will contact you to send a higher quality image.

▶ Simply changing a file extension (i.e. changing *file.jpg* into *file.ai*) does not affect the artwork type/quality. The file needs to be originally created in a vector program.

▶ Unsupported art file formats: QuarkXpress, Pagemaker, Corel Draw, Publisher, and Freehand. Sometimes, exporting as a PDF from these applications will work. Please contact us.