

SPECS FOR GRAPHICS AND ACCEPTABLE FILE TYPES

Specs For Graphics

When receiving art we ask for you to submit “vector graphics”, or camera ready art, These files are fully editable and easily manipulated for any purpose. Vector Files are mathematical equations that can be scaled to any size with perfect clarity. Color changes and separations are much faster, Most ASI vendors and die cutters require this type of file. Vector files can also be converted to any other type of file for use on the web, print, dies, digitizing, etc. If not available, high resolution “raster graphics” will work for most applications. Raster files are made of pixels which are limited in their edit ability. These files lose image quality when scaled and manipulated. Color changes and separations take much longer and never come out as clean as with vector graphics.

Acceptable File Types

Vector - Adobe Illustrator .ai, .eps, or .pdf (placed raster images within these files don't count). All fonts must be outlined.

Raster - Adobe Photoshop .psd, .tif, .eps, .pdf, or .jpg (must be high resolution - 300 dpi or more).

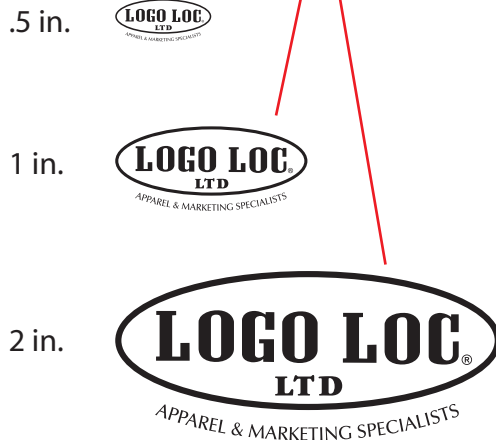
Graphics that don't meet this criteria will require extra art time.

Bad Art is frequently sent to the art room. Graphics copied from a web site are unacceptable for printing or asi The resolution is 72 dpi and the image is usually too small. Low quality scanned images are also a problem, Make sure scan is at 300 dpi. Graphics created in Corel Draw or Macromedia Freehand are vector and can be converted but edits need to be made which require extra time. Some files by nature lack quality stay away from .gif .bmp and .jpg

Examples of different File Types and Resolutions

VECTOR

Vector images can be expanded with excellent results.



RASTER

If you try to expand a raster image this is what the image would look like.



If your are requestig a specific letter style

When submitting artwork, please provide everything necessary to output the file, including all printer and screen fonts or outlined fonts. Be sure that any and all images are embedded into your artwork or provided with the artwork. It is also extremely important that we know how many colors you would like to use on the printed piece, and wether it is spot color or process color.

We strongly suggest submitting all artwork in a vector format via Illustrator or in EPS format.

We will except: Illustrator (.AI), Acrobat (.PDF or .PS), Photoshop (.PSD), Corel (.CRD), Indesign (.INDD), EPS format, Tiff format. Please do not provide PNG, BMP, GIF and other low resolution files. We also do not except MS Publiiser or Printshop file formats.

Thanks from your friends in the Art Dept. 🍏
Any Question E-mail: artroom@logoloc.com