

ARTWORK SPECIFICATIONS

Illustrator® CC or earlier:

- Files can be .PDF .EPS or .AI and should be *Vector Format*. (Preferred)
- Please embed or outline all fonts, images etc.
- PDF files should be provided as high-resolution files with all elements color separated and assigned the proper Pantone® colors.
- Files should be accurate regarding size, position, color, etc. Only minor modifications will be made free of charge.
- All files should be created or scanned at a *minimum* resolution of 300 dpi, at 100% size. Better quality is gained if a higher dpi resolution file is provided.
- Changing a low-resolution file (72 dpi) to be 300 dpi does not provide the same high-resolution quality and is not recommended.
- Layers should be left intact whenever possible.
- 1 and 2 color files submitted as CMYK or RGB format can *sometimes* be converted or color separated for an additional art fee that will be determined depending on the complexity of the file.
- Colors not listed will be chosen with a reasonable degree of accuracy, but it's strongly recommended that colors be chosen from Pantone® swatches and indicated in comments when order is placed.
- .JPG and .GIF are not recommended file formats. These files are generally low resolution and produce poor results when printed.

Word®:

- Word® is not an ideal design program and works best for simple 1 or 2 colored text related art.
- Any font files used should be indicated
- Whenever possible, Word® documents should be converted to .PDF files.
- Generic color(s) selected in word such as “Red” or Blue” will be substituted with our stock Pantone® uncoated colors such as Pantone® 185 Red or Pantone® Reflex Blue.