



Guidelines for submitting artwork

To ensure accurate and efficient printing of your product, it is crucial that we have artwork files that are suitable for the intended purpose.

Below is a detailed guide to artwork formats which are suitable for the various types of printing we provide. Please refer to these before submitting your artwork and placing your order. If your files do not meet these guidelines, our art department can convert the artwork to a print-ready format.

Vector vs. Raster

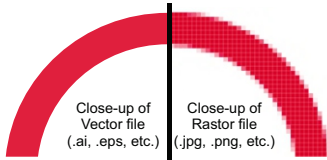
Graphic files fall into two basic categories; vector art and raster art. Vector art is suitable for all of our production processes, but certain images, (such as photographs), can not be reproduced as vectors. Any image can be reproduced as raster art, but raster images are not suitable for some types of printing. Below is a description of the difference between raster and vector to help you better understand the process.

Vector:

A vector graphic is made up of lines, shapes and curves. Each individual part of a vector is editable and it can be taken apart, recolored, reshaped and resized. The editing capabilities are endless with a vector graphic and it will never become distorted or lose definition as the clarity of the resolution will remain the same throughout scaling/re sizing.

Raster:

A raster graphic is made up of pixels. The resolution of an image is determined by the dpi/ppi (dots per inch or pixels per inch) - the higher the dpi, the clearer the image will appear although the resolution will deteriorate the larger the image is scaled.



Here, you can see that the vector has no loss in detail and remains crisp with sharp clean edges, while the raster image deteriorates considerably in quality and does not retain the detail of the image.



vector formats include .ai, .pdf, .eps, and .cdr. Raster formats include .psd, .jpg, .png, and .bmp.

Our artists and/or production department will let you know which file format is required for your particular project. If you do not have the artwork in the proper format, our art department can make the necessary modifications.

Color Management

We aim to match any customer color as closely as possible regardless of the manufacturing process employed, however if you wish for consistent reproduction of specific colors, you must supply accurate color references such as Pantone numbers, or a physical representation of the color.

CMYK & RGB values are not always reliable for accurate color matching. Digital representations are also not acceptable for color matching, as colors display differently on different monitors.

Proofing

A client approved proof is required for every job before production can begin. The client is responsible for ensuring the artwork is accurate, and must approve all aspects of the design including layout, color, spelling, grammar, dates, phone numbers, etc. If revisions to the artwork are required, a new proof must be approved before production can begin.

If a proof containing errors is approved by the client, the client is responsible for payment of all original costs of production as well as any corrections and/or reprints.