

ARTWORK TIPS

Here are some tips you can share with your designer before an art file is created, or with your customer when requesting art files for their order.

Before an Art File is Created

Share This Information with your Designer

- Do you want a Vector Image or a Raster Image
 - Vector images are the used most of the time for the majority of imprinted sportswear orders
 - Raster images are used for Simulated or 4-color Process Printing
- Tell your designer to use Spot Colors when creating the design
 - Do not specify CMYK colors - these make producing color separations more difficult
 - If you only want to pay for a 3-color imprint, only use three PMS colors when creating the design
- Keep in mind an underprint is usually needed for printing on colored garments
 - Most times we use a White Underprint...usually a White Overprint is also needed as well
 - The underprint its best created by our art staff, unless you are working with an experienced t-shirt designer
- Use PMS color specifications
 - Keep in mind, Ink/Threads do not match the PMS color specifications exactly so we use the term PMS Approximation
 - Inks are more closely matched to the Coated colors in the PMS book so it is best to specify coated colors
- Save an editable version of the design - then save a separate file with Fonts Converted to Outlines
 - Once fonts are converted to outlines they cannot be edited so be sure to save an original file for editing
- Use an industry-standard program to create your design
 - For vector images, most designers use Adobe Illustrator or CorelDraw
 - For raster images, most designers use Adobe Photoshop
- Save files using standard file formats
 - For vector images, designs can be saved as native .ai or .cdr files...or as an .eps file or as a .pdf file
 - For raster images, designs can be saved as native .ps files...or as a .jpg file, a tif file, a .png file, or as a .pdf file
- Do not embed images into the file
 - For example, do not embed a non-vector image in a vector file - the embedded image is not usable
 - Do not save a non-vector image in an actual vector file format (i.e. - save a .jpg as an .eps file) - this file is not usable



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Information Needed so we can Evaluate your Design for Printability

When you have the actual Art File

- Provide Actual File for Evaluation
 - If you are given multiple files consider sending them all - or let us know other files are available
- Specify PMS colors - even if they are not noted in the art file
 - Make sure the file uses Spot Colors, not CMYK colors
- Make sure fonts are converted to outlines

When you do not have the actual Art File

- Provide the Art File that you do have - even if it isn't the final design
 - We cannot make a final determination until the final art file is provided, but we can make an educated guess
- Specify PMS colors
 - Tell us the colors that you anticipate using for the design - we may see more or less colors than you are seeing

Other Information Needed

- Decoration Location(s)
- Design Size for Each Location
- Item Number(s) for all items to be decorated
- Quantities, Sizes and Colors for All Items

Information Needed When Submitting an Order

Send us the actual Art File

- Provide Actual File(s)
- Clearly state the design location for each file submitted (Left Chest or Full Back or Right Sleeve, etc.)
 - When possible include the location in the art file name
- Specify PMS colors
- If the art is submitted separate from the PO, please include the PO Number with the art file