# ARTWORK REQUIREMENTS
## GUIDELINES

### DIGITALLY DYED PRINTING FOR CUSTOM PRODUCTS

Our custom products are printed with acid dyed inks on 200 denier, UV resistant nylon. This form of large-format printing produces a product with excellent resolution and brilliant colors. Printing from electronic images eliminates the cost for expensive screens. The result is a product that is more economical for low quantities and has a relatively short turn-around time (10 workdays after artwork approval). Enabling you to offer a wide variety of products at a competitive price that is sure to generate repeat business from your customers.

### ARTWORK REQUIREMENTS

To ensure high quality results, it is necessary for you to provide us with the highest quality artwork possible. If your art is not print ready, or if assistance is required to create your artwork, our in-house design team is available at an additional cost. In order to obtain the best reproduction of your artwork, it is important that all electronic artwork be prepared properly.

**ALL RASTER IMAGES** (.jpg, .tiff, or .psd files need to be provided at full size and at a minimum resolution of 150 ppi.) and are printed "as is."

**VECTOR ART** (.ai, .eps, .svg, or .pdf files) should be created either full size or in scale according to the dimensions/proportions of the flag or banner. Pantone® Color Matching is an integral part of our process. Specify which Pantone® Solid + Coated color is needed when necessary.

*Additionally, all fonts should be converted to outlines and all placed images should be embedded*

### COMPLEX ARTWORK

Some files may have unforeseen issues. When the design is complex, please follow the guidelines below.

**TRANSPARENCIES —**Transparency effects may look good on the screen, but can produce unintended consequences when printed outside of Illustrator. To avoid this it would be best to flatten all transparencies and rasterize at 100% leaving them in CMYK.

**GRADIENTS —**Please provide the beginning and ending PMS color for any and all gradients. All gradient mesh will be rasterized.

### FILES SHOULD BE SAVED IN THE FOLLOWING FORMATS:

**Adobe Illustrator**  (.ai, .eps, or .pdf with editing capabilities)
**Adobe PhotoShop**  (.eps, .psd, .tiff : Minimum file size: 150dpi @ 100%)
**Adobe Acrobat**  (in the form of an editable PDF any version)

### WE CANNOT ACCEPT THE FOLLOWING FILE FORMATS:

**MICROSOFT Word, Excel, Powerpoint, Publisher, or Corel Draw**

If you have questions about artwork requirements or converting file formats, don't hesitate to call
**Customer Service** at **800.976.4201 x1.**
In the event they are unable to answer your questions, our graphics department can.

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