

ART DEPARTMENT

Promotional Products Art Specs

To avoid any additional charges, please provide artwork as specified below and electronically.

Promotional Products Formats:

The following are the types of files that we prefer to work with. If you have something else, please call first to see if we can accept it. Formats are listed in our order of preference:

Vector: EPS, PS, AI, CDR, PDF
Raster: TIF, TGA, BMP, PSD, JPG

- 300 dpi at actual size
- Text converted to outlines
- Preferred formats:
 - Multiple spot colors – vector art
 - Single spot color – vector or raster art
 - 4cp – vector or raster art
- Supply a color sample reference

Almost all ad specialty items need to be saved as vectors before production, so send vector art whenever you are able. Raster artwork will incur additional art charges and must be 300 dpi at final size. Multicolor artwork may need to be altered or recreated.

See [Art Specifications.pdf](#) for detailed explanations.

Platform: PC or Macintosh compatible

E-mail Artwork: Please send files to art@signetscreen.com. Zipping or Stuffing the file is usually not necessary, but it's a good idea to do so, since it keeps file size down and reduces the odds of a file being corrupted during transfer. Both WinZip and Stuffit are available for free on the internet. Our server allows up to 25 mg files to be received.

Media Accepted: CDs, DVDs, portable hard drives, thumb drives, zip discs, 3.5 floppy

Vector Artwork File Tips:

Files such as Adobe Illustrator or Corel Draw.

- Convert type to curves or outlines, or supply fonts with job.
- Artwork at actual size.
- Links placed in the file must be embedded or supplied with the art file.

Bitmap (Raster) Artwork File Tips:

Files such as Adobe Photoshop.

- Send files with original layers, not flattened unless it is only one color.
- Send at 300 dpi at actual size for best results; 150 dpi is lowest acceptable.

Requires additional art charges:

Hard copy, camera-ready art:

Please send sharp, high contrast, color-separated or black and white artwork that needs no touch-ups, design or re-arranging. A hard copy composite of art should be submitted with the production order. An additional charge will be incurred to convert art to an electronic format.

Photo copies: Office machine copies require touch-up.

Business cards with raised letters:

Raised letters have a tendency to appear ragged when photographically reproduced.

Pre-printed images: Pre-existing dot pattern will need to be removed.

Shiny surfaces: Imprinted items, process blue, and metallics will not reproduce.

Existing screen printed garments

Makes a great visual reference, but require scanning and art recreation.