

ART DEPARTMENT

# Art Specifications

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

**Platform:** PC or Macintosh compatible

### Electronic 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. See page 2 to determine which file format is best for the type of work you require.

- AI** .....Adobe Illustrator files (versions CS2 and under, PC or Mac)
- BMP** .....Bitmap format - Compress using RLE when possible.
- CDR** .....CorelDraw files (versions 11 and under, PC)
- DST** .....Tajima Stitch File for embroidery
- EPS, PS** .....Adobe Illustrator files, Encapsulated Postscript or Generic Postscript files
- FS** .....Flexi-sign files (versions 7.5 and under)
- JPG, JP2**.....Jpeg image files - Please make sure the quality and resolution are the best you can provide.
- PDF** .....Portable Document Format
- PSD** .....Photoshop documents (versions CS2 and under) - Make sure that any fonts are rasterized.
- SCV** .....Scanvec vector files
- TIF** .....Tagged Image Format - Please compress if possible to keep file size down.
- TGA** .....Targa format - Please compress if possible to keep file size down.

We can work from almost anything, but using these file types will make the process easier, quicker, and less expensive for you.

**REMEMBER TO ALWAYS INCLUDE FONTS OR CONVERT THEM TO VECTORS**, and that we can't improve the resolution of a low-res file without blurring the image.

**E-mail:** Please send files to [art@signetscreen.com](mailto: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 transit. Both WinZip and Stuffit are available for free on the internet.

### Vector Artwork File Tips:

Vector files such as those from Adobe Illustrator or Corel Draw must have the following specs:

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

### Bitmap (Raster) Artwork File Tips:

Files such as 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.

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

If you have further questions, please contact:

**Art Department**  
**Signet Screen Printing**  
**& Embroidery**  
**540-665-9651**  
**800-787-8337**  
**[art@signetscreen.com](mailto:art@signetscreen.com)**

## Art Specifications Continued

**Listed below are the best file types for your job, listed in descending order of preference.**

### Screen Printing:

**Vector: CDR, EPS, PS, AI, PDF**

**Raster: TIF, TGA, BMP, PSD, JPG**

For best results, images used for screen-printing should be vector with spot colors clearly assigned. If white will be an ink color, please assign the color of cyan, magenta, or yellow. "First Down" or a base color of white will be necessary for light color imprints on dark garments.

Please supply a color reference for four-color process imprints. Rasters need to be 300 dpi at actual size and are used for single color imprints or 4-color process only.

Be sure that any gradients or halftone fills are between 20% and 70% fills, less will possibly not print and more than 70% will fill in and appear molted or splotchy.

Keep all line art at a minimum of a 1 point scalable line, less than 1 point lines may not print on the garments textured surface.

(See [Imprint Positions & Sizing](#))

### Embroidery:

**Digitized: DST, FDRS, GOO, DSB**

**Vector: CDR, AI, EPS, PS, PDF**

**Raster: TIF, JPG, TGA, BMP, PSD**

Images for embroidery should be 300 dpi at actual size. Keep all text at a minimum of 1/4" tall (including lower case letters). Anything less than 1/4" tall will be more suggestive and less legible.

(See [Imprint Positions & Sizing](#))

### Vinyl Signs and Cad-cut Vinyl:

**Vector: FS, SCV, EPS, PS, AI, CDR, PDF**

**Raster: TIF, TGA, BMP, PSD, JPG**

Any art used that isn't vectored (converted to lines and points) will need to be recreated and will incur additional charges. Some vector artwork still may require clean-up so that it is interpreted correctly by our cutter. Sending us the clean, welded or flattened artwork saves time and money.

### Large-format Printing:

**Vector: PDF, EPS, PS, CDR, AI**

**Raster: TIF, TGA, BMP, PSD, JPG**

Images should be at least 150 dpi at final size. Between 200 and 300 dpi will print nicely. 300 dpi is perfect, but can make the file size huge. Anything higher than 300 is not going to make a big difference. Please supply a hardcopy whenever possible so that we have a color reference when printing.

### Promotional Products:

**Vector: EPS, PS, AI, CDR, PDF**

**Raster: TIF, TGA, BMP, PSD, JPG**

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.

### Requires additional art charges:

#### 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 or embroidered garments:** Makes a great visual reference, but require scanning and art recreation.