digital *ART* standards

Quality Source Art = Quality Imprint

Guidelines for Submitting Source Artwork

The source artwork that you submit will be used to create the imprint on the product that you have ordered. Quality source artwork is essential for producing an accurate reproduction of your logo. Poor quality source art work may result in production delays or increased costs for cleaning up the artwork. The following set of guidelines will assist you in gathering quality source artwork.

▶ Electronic Source Artwork

A high quality copy our your artwork or logo in an electronic file format is the pre ferred way of submitting electronic artwork. Electronic artwork is divided into two distinct types, vector art and bitmaps. Vector artwork is composed of lines that have been created in an illustration program such as CorelDRAW, Illustrator or Freehand. Bitmap artwork is composed of pixels that have been created in a desktop publish ing program, photo editing program or through the scanning process. Vector art is preferred because it can be easily manipulated and sized without any loss of quality. Bitmap artwork can not be easily manipulated and will result in a significant loss of quality when it is resized. Many imprinting processes will require that bitmap artwork is converted to vector artwork prior to production. This is a time consuming and labor intensive process. In some case, your printer or design agency will have a copy of your logo in a vector or bitmap format. You can forward this document to your printer or design firm to instruct them on how to submit artwork. The artwork can be saved on a Mac or Windows computer, provided it is saved in EPS, BMP, TIFF or WMF format. Electronic source artwork can be submitted by attaching the file to an email.

▶ Submitting Vector Artwork

If you have artwork that was created in CorelDRAW, Adobe Illustrator or Macromedia Freehand, it is more than likely vector artwork. Guidelines for submitting vector art work are on the back page of this document. In general, all text in the artwork must be converted to outlines (curves) in CorelDRAW, Illustrator or Freehand to avoid prob lems with fonts. The preferred format for submitting vector art is EPS (Encapsulated PostScript).

▶ Submitting Bitmap Artwork

Most desktop publishing or photo editing programs are only capable of saving art work in a bitmap format. Guidelines for submitting bitmap artwork are on the back page of this document. In general, black and white artwork scanned at between 300 and 600 dpi (dots per inch) is preferred. The preferred formats for submitting bitmap art is EPS, BMP, TIFF or WMF.

▶ Submitting Hard Copy Source Artwork

When high quality electronic source artwork is not available, it is best to submit hard copy source artwork on printed paper. Hard copy source artwork should be no smaller than 2" in width or height on a plain white background. Black and white artwork is preferred. Business cards are typically the worst source of hard copy artwork as the logo is often small and not printed clearly. Please consult pages 2 and 3 of this docu ment for detailed instructions for evaluating the quality of hard copy source artwork.

Digital Art Standards

Source Artwork Quality Factors

Each imprinting process has unique production requirements. In general, the artwork must be converted to a high quality vector image or high resolution bitmap (300 dpi or greater). The initial quality of your electronic or hard copy artwork will determine the amount of production time required to convert your logo. Artwork conversion and clean up is an expense. You can decrease both your turn-around time and up-front costs by obtaining high qual-ity electronic artwork or hard copy. The following section will help you to evaluate the quality of your source artwork. Take a close look at your source artwork, this is the best it will ever look without modification and cleanup. There is no magical process that will automatically clean up or fix poor qual-ity artwork. Only human intervention in a vector illustration program such as CorelDRAW or Adobe Illustrator can fix or clean up bad source artwork.

Overall Size · Bigger is Better

- No smaller than 2" height or width
- Bigger is better, but not larger than 8.5" by 11"

Text Size · No Smaller than 1/2" in Height

- The smallest text element should be no less than 1/2" in height
- Text elements under 1/2" in height will have to be redrawn or type set

Contrast and Colors · B & W is Best

- Easily defined contrast between each color in the image
- Black and white artwork is the best
- White or solid off-white background color is preferred
- Colored artwork is acceptable provided there is solid colors and distinct contrast between color

Edge Definition · No Jagged Edges

- No jagged edges upon close inspection of the image
- Crisp clean edges without fuzzy appearance

Halftones or Gradients · Solid Colors

- No shaded areas (gradients) or dot patterns (half tones)
- Solid colors in each element in the image

Bad Text

Under 1/2" Text with Jagged Edges

Good Text

1/2" Text with Clean Edges
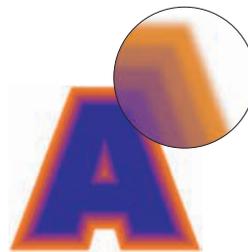
Poor Contrast

Good Contrast
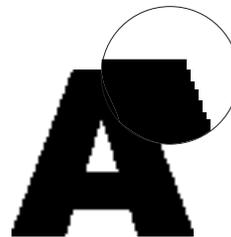
Poor Edge Definition

Good Edge Definition
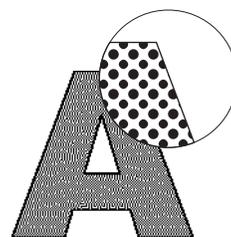
Halftone Pattern

Gradient Fill

Source Artwork Readiness Index

The following index will help you to estimate the art production time required to recreate or cleanup a logo that you submit.

Type One - Production Ready Vector Artwork

A vector artwork logo that may be directly output to a production process without any modification. The quality factors for image size, text size, contrast,-edge defini tion, gradients and halftones have all been met.

Estimated Clean Up Time: None

Production Ready Vector Artwork - Note proper text size, edge definition and contrast

Type Two - Production Ready Bitmap Artwork or Hard Copy

The logo may be directly output to a production process without any modification. In the case of a production process requiring vector artwork, the logo can be converted to vector artwork using a tracing program without redrawing in an illustration program. The quality factors for image size, text size, contrast, edge definition for gradients/halftones have been met.

Estimated Clean Up Time: Less than 30 minutes

Production Ready Bitmap Artwork - Note proper text size, edge definition and contrast

Type Three - Vector Artwork Partial Redraw

The vector artwork logo can not be directly output to a production process without significant modification. In the case of vector artwork, the image must be partially redrawn or type set using a vector illustration program. One or more of the quality factors for image size, text size, contrast, edge definition, gradients/halftones have not been met.

Estimated Clean Up Time: 30 minutes to one hour
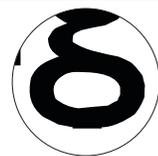
Vector Artwork Partial Redraw - Note Distor tion on "g" and graphic elements

Type Four - Complete Redraw

The logo can not be directly output to a production process without being redrawn in a vector illustration program. More than one of the quality factors for image size, text size, contrast, edge definition, gradients/halftones have not been met.

Estimated Clean Up Time: one hour or more

Complete Redraw - Note poor edge definition and fuzziness

Recommended Formats for Submitting Electronic Art

The following guidelines will give you basic instructions for submitting electronic artwork using popular programs. This does not insure that the artwork is high quality, only that it can be submitted in a electronic format.

Popular Programs Capable of Saving Graphics Formats	Best Formats for Saving/Exporting Electronic Art	Special Instructions
VECTOR ILLUSTRATION PROGRAMS	**VECTOR OR BITMAP ARTWORK**	
Adobe Illustrator	Save As Illustrator version 9	Select TIFF 8 Bit Color Preview Convert Text to Outlines
CorelDRAW	Save as CDR	Save as up to version X5 Convert Text to Curves
Macromedia Freehand	Export As Encapsulated PostScript (EPS)	Convert Text to Paths
Arts and Letters	Export As EPS	Convert Text to Outlines
TypeStyler (Mac)	Export As Illustrator EPS	Convert Text to Outlines
CAD PROGRAMS	**VECTOR ARTWORK**	
AutoCAD or other CAD Programs	Save As AutoCAD 2000 DXF or EPS	Convert Text to Outlines
Canvas	Save As EPS	Convert Text to Outlines
SIGN PROGRAMS	**VECTOR OR BITMAP ARTWORK**	
Sign Lab, FlexiSign and Gerber	Export As EPS	Convert Text to Outlines
PHOTO EDITING PROGRAMS	**BITMAP ARTWORK**	
Adobe PhotoShop	Save As PSD	Set Resolution Between 300 and 600 dpi
Corel PhotoPAINT	Save As CPT or TIF	Set Resolution Between 300 and 600 dpi
JASC Paint Shop	Save As PSD or TIF	Set Resolution Between 300 and 600 dpi
Broderbund Print Shop	Save As PDF or TIF	Set Resolution Between 300 and 600 dpi
PUBLISHING PROGRAMS	**VECTOR OR BITMAP ARTWORK**	
Adobe InDesign	Save As PDF	Convert Text to Outlines (Curves)
Adobe Page Maker	Export As PDF or EPS	Convert Text to Outlines (Curves)
Quark Xpress	Save As PDF or EPS	Convert Text to Outlines (Curves)
Microsoft Publisher or Power Point	Save As WMF or TIF (bitmap)	Import as WMF or TIF
OTHER PROGRAMS	**BITMAP ARTWORK**	
Other Programs	Save or Export as BMP, TIF or WMF	Set Resolution Between 300 and 600 dpi
Microsoft Word Word files can not be imported into graphics programs and may result in poor quality when images are copy and pasted from Word into a graphics program	Save As Word Document	Images must be copy and pasted from Word

WHITE LINE
SCREEN PRINTING
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More than just T-shirts