

ARTWORK GUIDELINES

THE PROGRAMS

Adobe Illustrator- We accept Illustrator files as early as Version 10 and up to Version CS4 (preferably MAC format). In order to avoid font conflicts, all fonts should be converted to artwork (create outlines¹). If placed art is used, please be sure to provide the placed art document (See: PLACED FILES).

Adobe Photoshop- In the event that artwork editing is necessary it is best if the artwork is not flattened². Ideally, Photoshop files should be separated using layers. High resolution⁴ (300 DPI) is required; supplied art should be scaled to the actual size (100%) to be printed.

WE WELCOME YOUR ARTISTIC INPUT. PLEASE BE ADVISED THAT MOST ARTWORK CREATED IN MICROSOFT WORD, MICROSOFT POWER POINT, MICROSOFT PUBLISHER, QUARK, OR ITEMS THAT HAVE BEEN DOWNLOADED FROM THE WEB OR INTERNET MAY REQUIRE ART CHARGES.

FILE TYPES

Ai- Adobe Illustrator documents are acceptable (See: THE PROGRAMS).

EPS- A scanned image (tiff, jpeg or bit-mapped) imported and saved as an EPS is not a true EPS file (See: PREFERRED FILES).

TIFF/JPEG- Art files should be scaled to the actual size (100%) to be printed and in high resolution⁴ (300 DPI). As stated above as with an EPS, the image must be a true TIFF/JPEG and not one that has been placed in a document and renamed.

PSD- Photoshop documents containing actual photos and/or artwork should be high resolution⁴ (200 - 300 DPI). Multi-layered files are preferred. *NOTE: If artwork is flattened and areas not intended to print must be removed, an art charge will apply.*

GIFS, PICTS AND BIT-MAPPED FILES MUST BE REDRAWN; A JPEG FILE SHOULD BE HIGH RESOLUTION⁴ (300 DPI) IN ORDER TO AVOID AN ART CHARGE. ART CHARGES WILL APPLY FOR ALL LOW RESOLUTION⁴ OR UNUSABLE FILE TYPES.

Our simplified reasons for preferring EPS, Ai or PSD files

PREFERRED FILES

.Eps (Encapsulated PostScript) and **.Ai** (Adobe Illustrator) files are vector⁵ art (including images, logos and/or basic graphics) that is clean and easily edited.

.PSD (Adobe Photoshop) files that include photographs or high resolution⁴ raster³ files.

LESS DESIRABLE FILES

Scans, tiffs, gifs, jpegs, bmps, and picts are considered raster³ files, or pixel format. Raster³ files are comprised of dots per inch (DPI). The less dots per inch the more blurred the image becomes rendering the artwork unusable; the higher the resolution⁴ the better quality the image.

PLACED FILES

Artwork files containing a photograph must include the image as a separate file. Illustrator sometime displays a photograph on-screen, but when prompted to print, the computer will search endlessly for the image if it has not been included as part of the file.

TRUE FILES

Placing a picture or a scanned image in a blank Illustrator document does not make it an actual Illustrator file. If the artwork is not created in the program, it is not a file of the program. Ideally, artwork should be created in a vector⁵ based program such as Adobe Illustrator.

DIGITAL PRINTING

A high resolution⁴ .psd, .jpeg, or .gif file ensures that the finished product will be a good quality digital print.

HALF TONE

A pattern consisting of dots which create darker and/or lighter shades of a color.

SEARCH/ SOLUTIONS

Need to find a font? If you do not see a font you wish to use on our Ampro Fonts list, simply go to www.dafont.com; if you locate a font you like, include the **NAME OF THE FONT** with your order and we will download the file.

Need to find additional 'stock' art? If you are looking for artwork different from the logos/images in this book, log on to www.shutterstock.com. Once on the website, be sure to refine your search to view *vector images* only (vector files are editable). Include the **IMAGE ID#**, along with a brief description of the logo with your order and we will download the file.

In the event that a requested font is not available, we will try our best to match it to the closest typeface we have in-house. If the closest match font is not acceptable and must be redrawn, an art charge will apply. The same is true of unusable artwork. If our stock logos/images will not suffice, an art charge will apply.

It is helpful if a 'rough draft' of the artwork accompanies your order so that we have a better understanding of how the finished product should appear on the garment.

EMAIL

Artwork should be e-mailed to your Sales Representative.

DEFINITIONS

¹**CREATE OUTLINES (Ai only)**- Converts each character into a separate graphic object. Once a typeface has been converted into outlines and saved you cannot change it back. This ensures that when the file is opened the artwork will not revert to a default font. *NOTE: To create outlines, simply click the typeface or font on layout, choose file type, select and click CREATE OUTLINES, and save as an .ai or .eps file.*

²**FLATTENING (Photoshop only)**- The process of combining all layers of an image file into a single layer. *NOTE: Once artwork is flattened changes cannot be made to the file; a layered file is preferred.*

³**RASTER FILE**- Images created in a rasterized format are composed of a series of pixels, or dots; the quality is determined by the resolution⁴ of the image at the time it is created. Changes to the size of a rasterized image may result in a poor quality image.

⁴**RESOLUTION**- The number of pixels, or dots over a unit of measure. The higher the resolution (dots per inch – DPI) the better the quality. *NOTE: To check the file resolution (DPI) choose IMAGE in the drop-down menu, click on IMAGE SIZE, and the number of pixels will be shown in the resolution box (Photoshop only).*

⁵**VECTOR**- A type of image format in which the file contains no fixed resolution or size but is drawn as a series of shapes and lines. This makes the images easier to edit and realizes a better quality end result.