
ART REQUIREMENTS FOR BRANDED APPAREL & PRODUCTS

Preferred File Format - Vector

- All fonts should be converted to outlines or curves.
- No linked or embedded raster images.
- If PMS colors are required, designate your Pantone colors in the artwork.
- Common file extensions for this type of file include **.ai, .eps, .cdr, .pdf, and .svg.**

Why Vector Art is Better

Vector art is created using vector illustration software programs, such as Adobe Illustrator or CorelDraw. These programs use points, lines, and shapes to create clean print-ready art, which can be scaled infinitely, without any loss of quality or fidelity. Here is the difference between vector art and the other more common type of computer graphic, raster art.

Vector File



Raster File



Raster art files have edges that become distorted when enlarged. These images have hundreds of colors, while vector files have much less. Raster images are photographs and graphic files created in Adobe Photoshop, Paint Shop Pro, or other raster editing programs.

Is My Art Vektored?

Often this can be determined by the file type extension, as vector art is created in Adobe Illustrator or CorelDraw and commonly saved with specific file extensions for these software programs. The five most common vector file extensions are: **.ai, .cdr, .pdf, .eps, and .svg.**

Just because a file has one of these formats does not mean it is vector art. Please do not cross save files, meaning that a .JPG image file copied from Photoshop and pasted into Illustrator and then saved as an .AI or .EPS does not qualify as vector artwork. Similarly, if you have vector artwork that has been created in Illustrator, please do not copy it into Photoshop and save in a raster format. Sending the artwork to us in its NATIVE format, or the format that it was originally created in, will always be your best bet.

As stated above, creating vector artwork is not as simple as “converting” the file. Ultimately, if you intend to create your own artwork, you will need to learn how to use Adobe Illustrator or CorelDRAW. If these options won’t work for your needs, you will need to have an experienced graphic designer re-draw your bitmap image in vector format or Image Promotions can do this for \$50.00 per design (with up to 3 revision requests allowed).

If you’re unsure about your artwork, please send it to us for a free evaluation!