

ARTWORK SOLUTIONS

IMAGES

- The resolution of your artwork must be at least 200 DPI (dots per inch).
- The higher the resolution of your artwork, the clearer your image will be when it's printed.

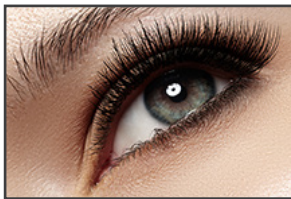
Low-Resolution Images Can Include:

- Web images
- Photos taken on your smartphone
- Screenshots
- And more...

High-Resolution Images Can Include:

- Purchased stock photos
- Unedited, raw digital images

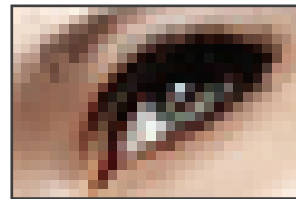
DPI Resolution Examples:



300 dpi



72 dpi



10 dpi

FONTS

- All fonts must be outlined, embedded or converted to curves.
- If you're not sure how to do this, we have tutorials on our YouTube channel.
- Font selection varies from computer to computer.
- When a font is missing, the computer replaces it with a generic font (see example below)

Fonts

Original font looks like this on your screen:

Fonts

But it could look like this on ours:

Fonts

Preserve the shape of your text by outlining, embedding or converting to curves

ARTWORK SOLUTIONS

VECTOR VS. RASTER

Vector

- Made of paths.
- When you increase the size of a vector image, the edges will stay smooth and clean.
- Vector file formats include ai, eps and pdf.

Vector



Raster

- Made of tiny squares called pixels.
- When you increase the size of a raster image, it will look blocky or blurry.
- Raster file formats include jpg, tiff, psd, gif and png.

Raster



Quick Notes:

- Vector art is required for full-color imprints.
- Vector art is preferred unless you're printing a photograph.
- To learn more, visit our YouTube channel.

TEMPLATES

- Templates save time and money, and they ensure your artwork will be printed correctly.
- Templates are **required** for all printed orders.
- Product templates can be found on our website on each product page (templates for custom products are available by request).
- Templates can be opened in any art program.
- Do **not** leave template lines on your artwork.



To learn more, visit our YouTube channel.