



# ARTWORK

## SUPPLIED ARTWORK GUIDE

### Our designers use these programs

Adobe Illustrator - a vector based program. Native File Types: .ai, .eps, .pdf, .svg

Adobe Photoshop - a pixel based program. Native File Types: .psd, .tiff,

CorelDraw (for engraving only)- a vector based program. Native File Types: .cdr, .eps, .pdf

**We will accept anything you have to offer that will aid us in creating your design, even a rough sketch. Art Fees may be applied depending on the project scope and time.**

### Preferred methods for saving files in the following programs:

#### **ILLUSTRATOR**

Provide native file types: (save as) .ai, .eps, .pdf, .svg

Include all linked images and fonts by "packaging" under the File menu

#### **PHOTOSHOP**

Provide native file types: .psd, .tiff

Provide editable, layered file when possible. Resolution should be between 150 dpi for larger projects to 300 dpi for smaller projects - or proportionate to scale. Include all linked images and fonts by "Packaging" under the File menu

#### **INDESIGN**

Provide native file format INDD or export as a .pdf

Include all linked images and fonts by "Packaging" under the File menu

#### **CORELDRAW**

Provide file types .eps or .pdf to make it easier to import into Adobe.

"Create Curves" for simplifying fonts or provide fonts and placed images

#### **PROCREATE**

Add a new custom canvas with full size and high resolution (300) in mind.

When finished, select the wrench in the top left next to Gallery, then the Share icon at the top. Select Share Layers> .pdf. Select Best Quality then download your file.

#### **CANVA**

Create a new project canvas with size and resolution in mind.

Select Share from the editor menu bar. select Download

On the file type dropdown, select PDF Print.

### **Microsoft program files, such as Word, Excel, Publisher:**

We accept these files for guidelines, but they cannot be used as art, and will be recreated for print.

### **Image files such as .jpg, .png, .tif:**

We prefer high resolution image files but accept any. Low resolution files may need to be recreated.

*Discuss with your project manager if you wish to use a low resolution file as is, or prefer to have it recreated and possibly incur an art fee.*

### **COLOR: Best practice for printing is CMYK color mode**

RGB color is subtractive and used for screens. It will provide a larger color gamut.

CMYK color is additive, the color gamut is only what can be produced by adding cyan, yellow, magenta and black.

*\*\*Converting RGB to CMYK for print may cause some colors to be muted.*

*\*\*Every print device has different color limitations.*

**\*\*If you want us to match a color or a branding guide then we need to be provided a PMS color number or match a physical swatch. This must be communicated to us in advance of printing.**

**\*\*\*Time spent recreating art may incur an art fee.**