Graphic Submission Guidelines

Acceptable File Types and Support Files

• **Adobe Illustrator:** AI CREATIVE CLOUD file with Packaged supporting links and fonts. You may keep images linked for faster file opening, but Packaging feature must be used.
• **Adobe Illustrator:** AI (CS6, CS5, CS4) file with embedded links and outlined fonts
• EPS file with embedded links and outlined fonts
• **Adobe InDesign:** INDD file with Packaged supporting links and fonts
• **Adobe Photoshop:** RASTER OR BITMAP ART
• Photoshop EPS (Preferred, use 8-bit preview, Max. Quality JPG compression)
• PSD (make sure font layers are rasterized)
• TIFF, JPG (quality 8 and higher)

RASTER ART: Best for photos, backgrounds, logos containing any continuous tone images, product and people shots (when enlarged, the pixel blocks become more visible)
• Art Submitted at 1:1 (100%), resolution should be no less that 60dpi (100dpi preferred)
• Art Submitted at 2:1 (50%), resolution should be no less that 120dpi (200dpi preferred)
• Art Submitted at 4:1 (25%), resolution should be no less that 240dpi (400dpi preferred)
• File formats: PSD, TIFF, EPS, High Res JPEG
VECTOR ART: Best for logos, text, diagrams (can be enlarged to any size without the loss of visual quality)
• Logos should be vector and have outlined fonts (if provided as bitmap, please use high-res images)
• File formats: AI, EPS, Editable PDF
COLOR
• CMYK artwork will be produced "As Is". Our color output is balanced and vibrant.
• Convert RGB art to CMYK.
No bleed needed
No need to add crop or registration marks
Artwork can be submitted scaled down, please make sure scale is noted in the file name.

PLEASE place all your artwork, fonts and images into one folder and zip it. This ensures all pieces needed to print your file are available.