When submitting artwork for print, please use the following guidelines.

ACCEPTED FILE FORMATS:
Vector artwork is prefered. Please submit art in Illustrator(.ai) or Adobe PDF(.pdf)
Make sure all raster images are of adequate resolution (see resolution requirements below). Linked Images must be embeded. All fonts must be outlined. Set PDF settings to Illustrator default and check the box "preserve illustrator editing capabilities". The document must also be set to CMYK colorspace.

IMAGE RESOLUTION, SIZE & SCALE:
The final output resolution of imbeded images should be no less than 100dpi at full size. All text and line art (logos etc) should be vector art. Files should be supplied at 100% size unless over 200 inches. Anything exceeding this size should be scaled to suit. eg: 50%, 25%. In the case of reduced scaling, image resolution should be taken into account of the scaling ratio. eg: at 50%, placed images should be at least 200dpi, resulting in a final resolution of 100 dpi when output at 100% final size.

BLEED:
Please allow sufficient bleed for trimming and finishing. We require at least 1 inch of bleed on all sides for vinyl print gaphics.(Example: if your finish size is 24x36 you need to submit artwork that is at least 26x40). For SEG fabric prints, please increase bleed to 2 inches on each side . All printer marks and non-artwork should be outside of the bleed area. If creating PDFs, this will need to be set in PDF settings on a job by job basis by altering bleed amount and offset.

FONTS:
All used fonts should be outlined or supplied with your files.
If sending fonts via internet, please ZIP them prior to sending to avoid corruption.

FINAL NOTE:
This document should be used as a guide only.
Due to the wide variety of client requirements all contingencies cannot be accounted for. Please consult with your account manager if you have any questions, queries, or special requirements.

Finish Size:
This is the actual size of the completed graphic (example size: 36x62)

Bleed:
Add 1 inch on each side for trimming (example size: 38x64)

Note:
Fabric prints require 2 inches of bleed on each side (example size: 40x66)

Safe Zone:
Keep all important elements such as text or logos at least 1 inch from the finished edge

How To Outline Fonts Using Abobe Illustrator

Not all computer systems handle fonts exactly the same way and even if the font you used is a common font, it could still end up looking slightly different when the file is opened at the other end. Worse yet, that super cool font that you spent hours searching for on the internet is probably not installed on anyone else's system so your **Widget Inc** logo winds up looking like Widget Inc when it comes back from the printer.

Any and all font conflict problems can easily be resolved by converting your fonts to outlines. This is an essential step to ensure that the design you create stays the same throughout the printing process.
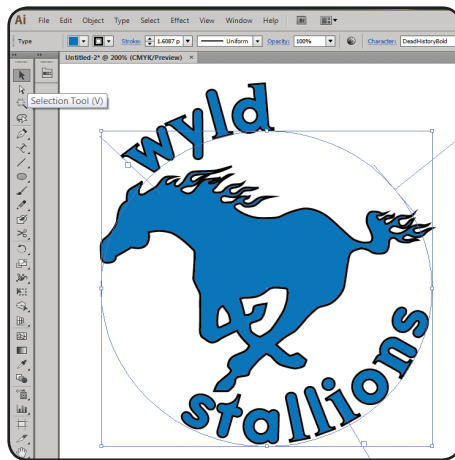
Regular Font

Abc

Outlined Font

Abc

Outlining the fonts will convert all of the letters into basic graphic shapes and only takes a couple of steps.

** Note: once the fonts are outlined, the text will no longer be editable as text. You may want to save another version of your file with the fonts still intact in case you want to edit later.
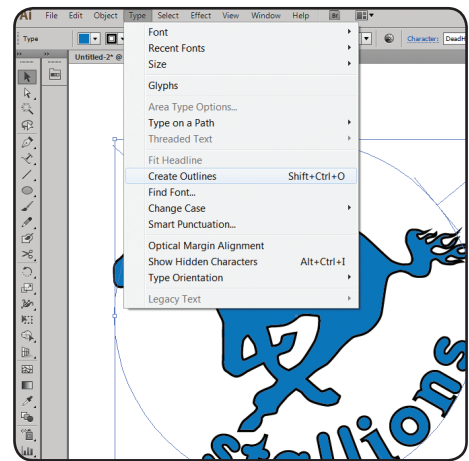
Step 1:

Using the selection tool, select the text that you wish to convert. (Or select all, the other graphic elements in the document will not be effected)
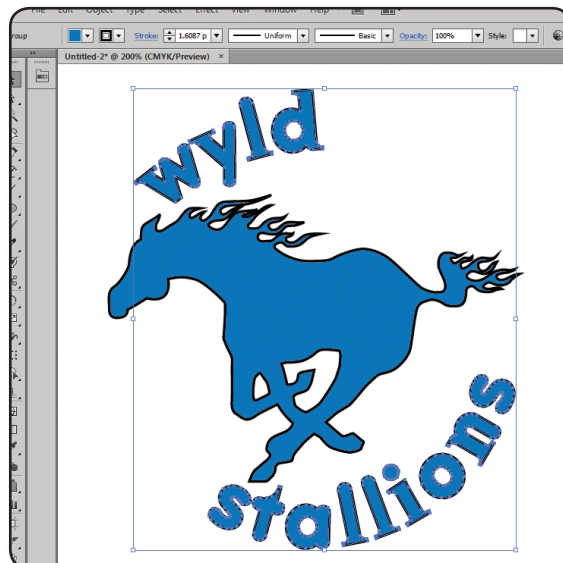
Step 2:

Pull down the "Type" menu and click on "Create Outlines"

Step 3:

That's it!
Your text is now outlined.
Save the file and you are done!

Additional Tips:

Use this feature to create custom letters. Once the font is outlined it can be edited like any other shape. Stretch it, warp it, give it spikey serifs.... whatever!

This same procedure will work with Adobe InDesign

How To Embed Files In Adobe Illustrator

One of the great features of Adobe Illustrator is that you can link rasterized images such as, Jpeg, PSD or TIFF to your vector file. However, if you are sending your document to someone else, it is important to note that those attached images will not travel with your original AI file unless you embed them.
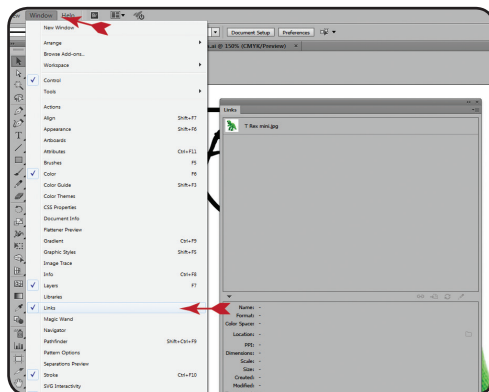
To avoid having your friends and colleagues wind up staring at a blank document after you spent all day designing it, follow these simple instructions to embed your images before you send it.
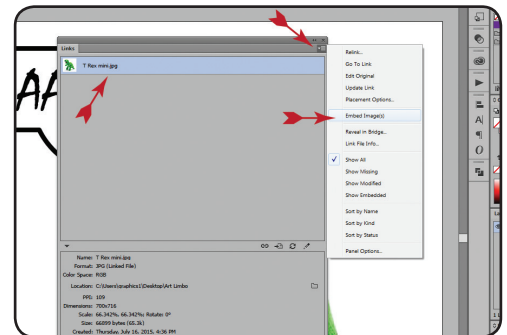
Step 1:

Under the "Window" menu open up the "links" pallet. This pallet will show you all of the linked files as well as info about those files.(Format,PPI, dimensions, etc)
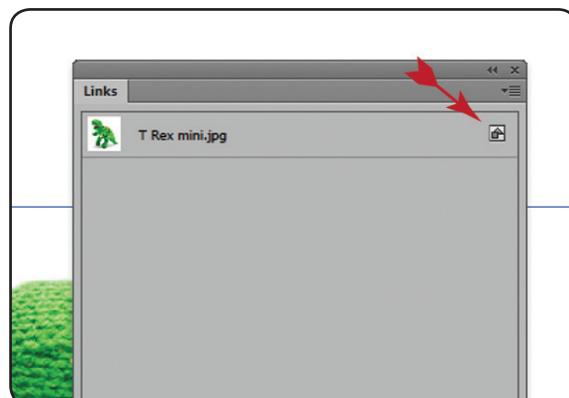
Step 2:

In the links pallet, select the image or images that you wish to embed. Click on the small square in the upper right-hand corner. In the drop down menu, click "Embed Image(s)"

Step 3:

Done! When you see the little square and triangle icon, you know your image is embedded. Save your document, and send it to everyone!

Additional Tip:

This same procedure will work with Adobe InDesign