

ART SPECIFICATIONS

The preferred file extension for artwork is as follows:

.ai / .cdr / .eps / .pdf

These are often vector based files. However, please note sometimes a file with the above extension may have an embedded bitmap file such as a jpeg or bmp extension which is non-vector art.

See the difference in quality below for vector vs. bitmap images:

Bitmap Image



Vector Graphic



Whenever possible, use the vector format for all text, line art and illustrations and only use bitmaps for photos or images with complex or non-uniform shading.

Please convert all text to outlines or curves to maintain the look of the font.

Files originally created in the following software programs are often vector art: Adobe Illustrator® (file extension of .AI), CorelDRAW® (a file extension of .CDR). These files can also be saved with an .EPS extension.

For artwork that arrives in a print ready format with the above extension there is no art fee. Art that is not available in the above versions may acquire a small fee for best quality print and appearance.