

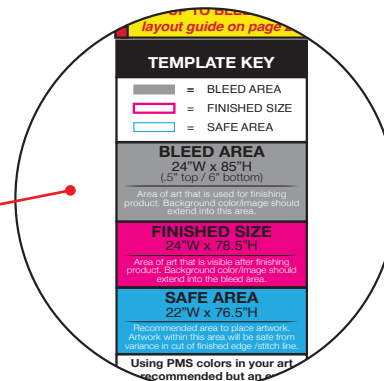
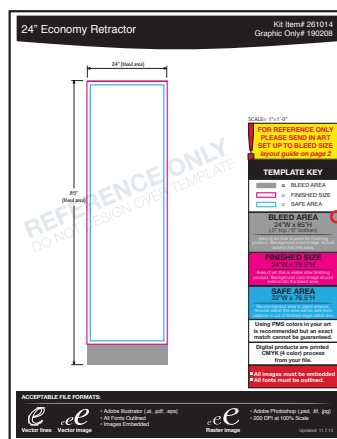
# GRAPHIC & PRINT GUIDELINES

## PRODUCT TEMPLATES

Templates will ensure artwork is printed correctly and *are required for all products*. Always use the most recent template found on our website under the "Graphic Info" tab on each product page.

- Do not leave template lines in artwork
- Templates are available for custom products/orders upon request

**Save TIME, MONEY and HASSLE with our templates specifically created for each product!**



Each template includes file set-up specs for sizing your artwork for bleed, finished size and safe area.

PRINT METHOD	DEFINITION	PRODUCTS	ACCEPTABLE FILES	FILE FORMAT	PRINTING SPECIFICATIONS
<b>Full-Color Thermal</b>	Thermal Imprinting uses the application of heat and pressure to transfer digital graphics to the surface of the fabric. This creates a visually bold image that is strong and durable.	Table Throws Runners Directors Chairs Tents Event Chairs Stadium Seats	Vector w/Fonts Outlined and links embedded	Adobe Illustrator .ai / .eps / .pdf	<ul style="list-style-type: none"> <li>• CMYK &amp; PMS colors</li> <li>• (Halftones/percentages of PMS colors and contained gradients are acceptable)</li> <li>• Minimum line thickness .125" (8-9 pts. stroke)</li> <li>• Minimum of .25" width &amp; height on all elements, at actual print size</li> </ul>
<b>Full-Color Inkjet</b>	Digital Inkjet printing is a method of printing from a digital based image directly to a variety of medias.	Floor & Table Top Displays, Retractors, Banner Stands, Coolers, Prize Drop Game, Sign Displays, Light Boxes, Vinyl Banners	Vector w/Fonts Outlined and links embedded	Adobe Illustrator .ai / .eps / .pdf	<ul style="list-style-type: none"> <li>• Use product template to set-up artwork</li> <li>• PMS colors preferred (CMYK/RGB accepted)</li> <li>• Print-ready art (on our product templates)</li> <li>• Full-color artwork including gradients, raster/photo images and bleeds</li> <li>• Raster images must be created at actual size with resolution of at least 200 dpi</li> </ul>
<b>Full-Color Dye Sublimation Inkjet</b>	Dye Sublimation is a printing process that uses heat to transfer ink to white fabric, allowing for full-color graphics to permeate the fabric and become part of the fibers.	Table Throws, Tents, Retractors, Fabric Banners & Flags, Sail Signs, Brilliant Boards	Raster w/Fonts Outlined	Adobe Photoshop High Resolution .tif / .psd / .eps .pdf / .jpg	

### VECTOR ART

(Recommended for all products)

Can be scaled to any size while maintaining quality. Also known as line art. Vector artwork is preferred, unless printing photos.



.eps, .ai, or .pdf

### OUTLINED FONTS

(Required for all products)

Fonts can vary from computer to computer. When a font is missing, the computer replaces it with a generic font. Outline, embed or convert fonts to curves.



Original Font



Missing Font Converted



Outlined, embedded or converted to curves

### EMBEDDED IMAGES

(Required for all products)

Most programs allow the user to add an object or image to a file by linking or embedding. Embedded images are stored within the document itself, while linked files are not. Because of this, linked files can become unlinked and "go missing" when opened on a different computer. Embed all images to avoid missing images.

### RASTER ART

Composed of pixels, tiny colored squares grouped together to make one big image. When scaled larger, image will look jagged or "pixelated." Also known as bitmap art.

- Submit art with a minimum of 200 DPI (dots per inch)
- Greater viewing distance = lower resolution

Viewing Distance	6 in	1 ft	2 ft	3 ft	5 ft
dpi	1200	600	300	200	150

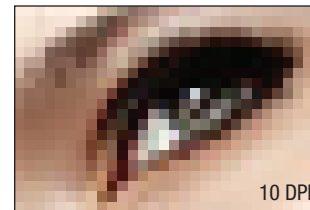


300 DPI

- High resolution images are: Unedited, original raw digital photos, or purchased stock photos



.psd, .tif, .jpg, .bmp, .gif



10 DPI

- Low resolution images are: Photos taken from the internet, scanned images, cellphone images or screen shots

### ACCEPTABLE FILE FORMATS:

ILLUSTRATOR (.ai) FILES PREFERRED, high-resolution PDFs or Photoshop files (see above) acceptable. All raster images **MUST** be high-resolution at actual (100%) print size.

### UNACCEPTABLE FILE FORMATS:

Quark, Corel Draw, Word, Power Point, Excel, Publisher, Pagemaker or low-resolution scanned images; InDesign files must be exported to a high-resolution .pdf format. **Unacceptable file formats will incur additional art charges or be rejected.**