

ART GUIDELINES

Vector Artwork Files .ai: (please save as CS4)

All type (fonts) must be converted to outlines (curves).

If the vector file contains any linked (placed) raster images, these images must meet the minimum requirement for resolution when rendered at 100% actual imprint size and must be submitted with the original vector file.

All colors in your artwork must be converted to **spot colors** and label the swatches with PMS (Pantone™ Matching System) numbers. By utilizing the Pantone® Matching System, we are able to communicate color clearly.

If colors are not converted to spot an art fee will be charged at \$60 per hour (\$15 minimum).

Any additional work we have to do on the submitted file (ie: creating a white under base for printing on dark colored shirts) will be charged at \$60 per hour (\$15 minimum).

Raster Artwork Files (.psd, .tif)

All Raster elements and art files must be sized to 100% or larger than the actual imprint size.

All Raster images must meet or exceed 300 ppi (pixels-per-inch) when rendered at the actual imprint size.

All raster elements must be submitted in the original color space (RGB or CMYK). We recommend full color graphics in RGB colorspace. If your artwork was created in CMYK colorspace, do not convert to RGB color.

Acrobat Files (.pdf)

PDF files created from vector files must retain the editing capabilities of the program that was used to create them (Illustrator, Photoshop etc.).

PDF files must meet the minimum requirements for raster and vector art files described above.

JACK'S ATHLETIC SUPPLY

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